26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 19, 1957 35¢ PER COPY

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New front against networks

Making money from memories

A tv signal jumps the sea

"I have it much easier . . . when I buy Storz Station cities."

In each of these major markets, it isn't even close: More radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL
WDGY #1
Hooper, Trendex, Pulse — all day. See Blair or GM Jack Thayer.

KANSAS CITY
WHB #1
Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. See Blair or GM George W. Armstrong.

NEW ORLEANS
WTIX #1
Hooper, Pulse. See Adam Young or GM Fred Berthelson.

MIAMI
WQAM #1
Hooper, Pulse, Trendex. See Blair or GM Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WTVR

CHANNEL 6

RICHMOND
VIRGINIA

DOMINATES

FOR 10 STRAIGHT MONTHS

THE LATEST MAY-JUNE PULSE PROVES IT AGAIN!

STATION		SHARE OF AUDIENCE
WTVR Mon.-Fri.: 6 PM-12 Mid.	=	37
STATION "B" Mon.-Fri.: 6 PM-12 Mid.	=	33
STATION "C" Mon.-Fri.: 6 PM-12 Mid.	=	30

AND WTVR HAS 5 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 4 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.

Flint sees the Best with us

WJIM-TV

Photo by Henry Ries

Michigan's Area Station . . Proudly announces the inauguration of the First Local Live TV Service for the FLINT area . . . from its new FLINT studios Opening Sept. 15.

WJIM-TV now serves Lansing, FLINT and Jackson with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and FLINT.

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

De Soto covered a vast territory . . .

Four centuries ago ***Hernando De Soto*** *and his hardy soldiers of fortune—on horseback, afoot and afloat—roved over thousands of miles of unbroken American wilderness in their ill-fated quest for gold.*

today

WGAL-TV covers

a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

CHANNEL 8 MULTI-CITY MARKET

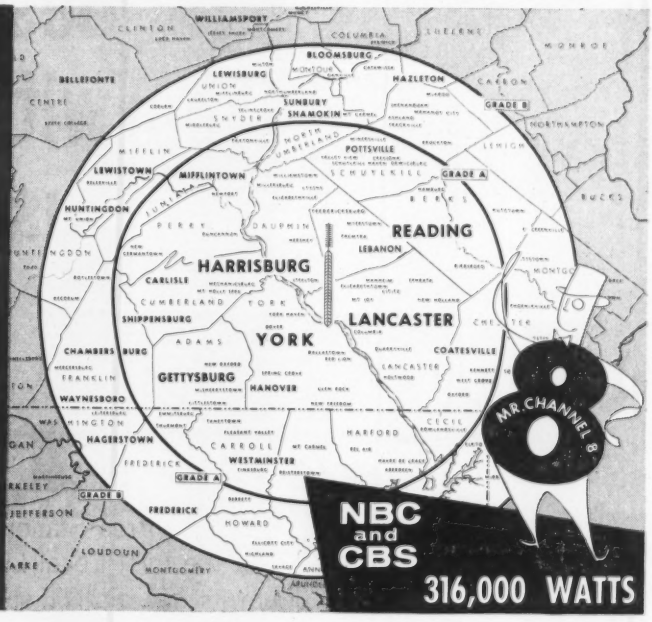
WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

ON-AIR TOLL DELAY? • Senate Commerce Committee last week secretly discussed what, if anything, it should do about toll tv and what FCC planned to do in that highly controversial field. At least two committee members were said to have stated they had received "informal assurances" from FCC Chairman John C. Doerfer that FCC would not authorize on-air toll tv before Congress reconvenes next January. On House side, Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, said he had "no knowledge" of such assurances.

B•T

SENATE committee now is taking a wait-and-see attitude while FCC plans special meeting on pay tv Sept. 17. Observers feel that even if Commission agrees to accept applications for toll tv tests, it will be January before they can be granted. And by then, Sen. Strom Thurmond (D-S. C.) hopes to line up enough strength for passage of his bill (S 2268) outlawing toll tv. He plans to push for early action on measure soon after Congress reconvenes.

B•T

WIRED TOLL BEGINNING • Bartlesville, Okla., closed-circuit pay tv project kicks off Sept. 3 when system begins actual Tele-Movies operation on test basis. Two-channel operation scheduled initially, one for first runs and other for reruns. "Hard sell" sales campaign to sign up subscribers began Aug. 11, and by last Tuesday more than 250 applications filed. Although system will run through month of September, subscribers won't receive first bill until Oct. 1 for month of October.

B•T

ONE Tele-Movies sales pitch (see above) has had to be revised. Emphasized originally was fact that with Tele-Movies subscriber won't have to worry about getting baby-sitter, driving downtown, parking car, etc., etc., to see latest movies. All can be seen in comfort of home was theme. Ladies of house reacted strongly and adversely to this. "But I want to get out of the house," said most. Point now has been relegated to secondary status.

B•T

TV RATES QUESTIONED • Executives at major advertising agency are beginning to agitate for down-grading of tv networks' Monday-Friday 7:30-8 p.m. time classification. It's now Class A, but these executives contend sets-in-use drop off heavily during that half-hour and that accordingly it should be less expensive. They also suggest networks program less expensive shows in that period (quiz shows, for example), giving advertisers better break on both time and production.

INDICATIONS are that Rep. Morgan Moulder's (D-Mo.) House Subcommittee on Legislative Oversight will not be ready to hold hearings on its investigation of FCC before next year. Rep. Moulder earlier had targeted hearings for October [B•T, July 8], *but committee's staff was completed only fortnight ago with naming of Dr. Bernard Schwartz as chief counsel. Committee feels it would be unwise to begin hearings on one agency before doing preliminary investigation of others under its jurisdiction.*

B•T

MEASURING ON THE MOVE • NBC researchers reportedly are working on new approach to thorny problem of getting effective measurement of radio's vast (and getting vaster) out-of-home audience, in addition to total in-home listening. They feel it's still much too early to predict whether it'll be both successful and practical, but they've done some testing that offers encouragement.

B•T

IN ADDITION to NBC work (see above), Radio Advertising Bureau plans to conduct "saturation" measurement in test project this fall. It'll be done in medium-sized community and will employ personal coincidental technique. Aim is to get "total listening," but exact measurement of listening to secondary sets in homes is primary target. RAB will decide its next step after seeing results of this pilot.

B•T

PRIVATE AFFAIR • Tv Trade Practices Committee of Station Representatives Assn. has been pondering questions raised by unique spot "partnership" deal between General Foods and Bristol-Myers—under which B-M has been taking over prime spot positions from GF during summertime [B•T, July 29]—and has just about reached policy decision. Committee feels this particular case does not involve either time brokerage or granting hiatus to General Foods, and does not represent station confirmation of orders more than 30 days in advance of starting date. Basis for this view is that orders are firm. But committee also feels acceptance of such orders is matter for decision by stations individually.

B•T

EUGENE BURR, account supervisor at Young & Rubicam, New York, on such accounts as Goodyear Tire & Rubber Co., and Procter & Gamble, will resign to join CBS-TV in production executive capacity.

B•T

TV SCATTER • Opening of AT&T-IT&T scatter link across Straits of Florida, linking U. S. to Cuba, seen in many quarters (mainly consumer press) as heralding trans-Atlantic tv. What is not explained is that there isn't any way foreseeable at present for single 3,000-mile jump (even with ionospheric vhf scatter). Best forecast is that Atlantic will be bridged via series of tropospheric uhf links running up North American continent to Greenland, Iceland, with terminal in the United Kingdom. Also foreseen is continuation of Caribbean link, via Haiti, Dominican Republic, Puerto Rico, Virgin Islands, and down Leeward and Windward Islands to Trinidad and into Venezuela for hookup with South American land lines (or microwave relays).

B•T

ALTHOUGH AT&T engineers were cautious in evaluating clarity of tv picture in test scatter transmission from Florida to Cuba (see page 52), Miami tv station operations executive who was present said it was fine picture. He attributed AT&T's moderation in claims to Bell system's predeliction for perfection.

B•T

SALOONS REVISITED • Skiatron hopes to start closed-circuit subscription television in Los Angeles and San Francisco by next April, but not in service to homes. Initial installations would be in public places, *i.e.*, taverns, barber shops, etc., emulating tv's beginning decade back.

B•T

BEFORE Skiatron, or other closed-circuit toll tv operations can get under way license clearances on public performance with such groups as ASCAP and BMI must be arranged, along with commitments on federal, state and city excises.

B•T

WHOSE BABY? • Young & Rubicam, New York, is in middle of baby food dilemma. Agency, which has handled Beechnut-Lifesaver for many years—except for baby food division—is now being asked to handle Beechnut baby food, which has been serviced by Kenyon & Eckhardt. Y&R naturally would like to accept account, but has been handling competitive Duffy Mott's Clapp's baby foods for several years. Y&R may resign Clapp's and take on Beechnut, but reportedly no one at agency has made definite decision. K&E has been notified that it would no longer be agency for Beechnut baby food.

B•T

IN TOP-LEVEL exchange of functions, Harry Tenenbaum, heretofore executive vice president of Signal Hill Telecasting Corp., operating ch. 2 KTVI (TV) St. Louis, becomes president. Paul E. Peltason, president, succeeds Mr. Tenenbaum as executive vice president. Vice president and general manager of ABC outlet is J. Joseph Bernard, who was re-elected.

PHONE HA 2-0277

620

WHEN

MEREDITH
SYRACUSE
RADIO CORP.

LOEW BUILDING, SYRACUSE 2, NEW YORK

Inflation certainly poses its problems.

Just as we are getting adjusted to a 54¢ dollar some of us are being asked to accept a 23-inch yardstick.

For instance, two surveys are made to determine the audience of Syracuse radio stations. One includes the five counties that make up the Syracuse trading area; the other barely covers metropolitan Syracuse, little more than 60% of the total retail sales of our immediate audience.

If you use a 23-inch yardstick isn't it likely that you will end up with the short end of the stick?

If you use the full size measure (latest available Pulse, April 1957) you will find WHEN Radio in first place from sign-on until 6 p.m.

For 100 percent results with your advertising dollar call either the Katz Agency or Bill Bell, station manager. Their yardsticks are full size but they both accept the 54¢ dollar as legal tender.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

ANA Hits 52-Week Tv Contracts—Advertiser association's survey shows some advertisers were "obliged" to sign for 52 weeks firm while others signed for shorter periods. Network authorities, while not commenting formally until they've had chance to study ANA move, feel study overlooks fact that different circumstances involve different handling. Page **31.**

ADVERTISERS & AGENCIES

Helen Launched a Thousand Ships—And Ideal Toy Corp. thinks Shirley Black, nee Temple, can move another million dolls. Ideal details story behind its $500,000 investment in new Shirley Temple doll to be advertised via NTA Film Network this fall—a sponsorship that began with a long-distance phone call by the star. Page **33.**

Ford 'Roadshow' to Roll—CBS Radio officials claim clearances for Ford Div.'s $5.5 million, 52-week schedule that starts Sept. 2. Along with the package: merchandising to dealers touting radio programs as Ford 'Roadshows.' Page **35.**

Dancing in the Clouds—New Procter & Gamble tv commercials for Dash, low sudser detergent, is previewed. To get a point across, advertiser has Dash users dance in the clouds via a production stint at MGM studios requiring special, elaborate staging. Page **36.**

Hicks & Greist Revamps—New York and Los Angeles agency, shifts into second as young management team takes over where founders left off. Page **34.**

MANUFACTURING

Tv Signals to Cuba—Scatter link to Cuba opens vistas of new areas for tv networks, although use will be strictly limited in beginning to occasional programs, like World Series and prize fights. System, opening Sept. 12, will handle 200 telephone messages or one tv program plus 100 voice channels. Page **52.**

GOVERNMENT

Hyde Rebukes Daytimers—FCC commissioner discusses DBA's opposition to the 1950 NARBA and the U. S.-Mexican agreement at Southern California Broadcasters Assn. session. Page **62.**

Philco Tiffs With RCA—Says RCA is using its WRCV-AM-TV Philadelphia to promote its own name, requests FCC to hold hearing on July 18 renewal. Page **64.**

NETWORKS

Mutual Sets Its Sights—New owners report progress toward profits after one week. President Paul Roberts discloses $400,000 plus in sales, realigns station relations department, adds salesmen and introduces incentive plan, outlines plans for strengthening network service. Page **72.**

Good Old Days Back in Network Radio?—Not quite, but CBS Radio thinks the trend may be toward full program sponsorship by advertisers reminiscent of the plush years in network radio. Latest evidence: Home Insurance Co. to sponsor Jack Benny on Sunday nights. Page **32.**

STATIONS

Radio-Tv Serves Newspaperless Boston—With local presses stopped by union strike, broadcasters take over with expanded services. Page **78.**

A Pioneer Reviews 35 Years—WSB's veteran John M. Outler, who retires next January, traces broadcasting's evolution at Georgia Assn. of Broadcasters meeting. Page **84.**

Seven More Am's Sold—Largest transfer in last 10 days involves WTMV East St. Louis, Ill. Price: $212,500. Page **82.**

OPINION

MR. TENDRICH

Little Guys CAN Compete in Tv—Max Tendrich of Weiss & Geller offers a rebuttal to the contention that the little advertisers can't buy tv time on an equal footing with the big clients. Page **121.**

Get Your Slide Rules Ready—Station representative Edward Petry analyzes the wholesale changes in tv programming this fall and says it means a drastic revision of formulas and standards for spot tv buying. Page **118.**

FILM

A Barometer on Syndicated Film—ARB releases the top 10 such programs in 10 major markets during July. Page **50.**

PROGRAM SERVICES

Wired For Coins—Telemeter demonstrates its closed circuit toll tv system in New York. At week's first showing, officials admit program suppliers could outbid commercial tv interests for rights to program material such as World Series. Telemeter would not dictate to franchise holders (local program originators) on slipping commercials into toll shows. Wired system could become "open" immediately upon FCC approval of broadcast channels. Page **92.**

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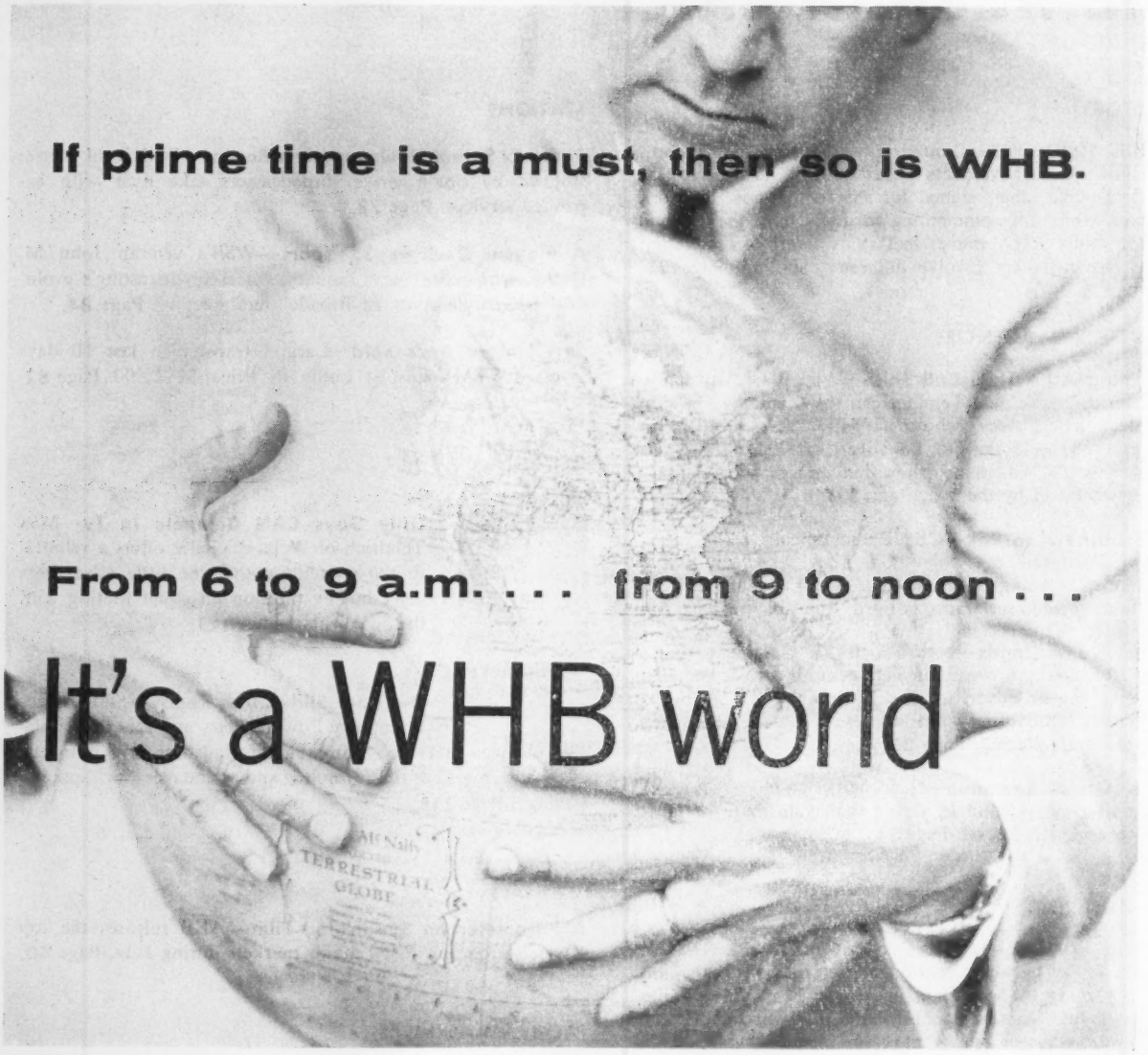
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



54.1% Nielsen—(6 a.m.-noon) more than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.
Latest PULSE: WHB first every quarter hour.
Latest HOOPER: WHB first with 42.4% all-day average.
Latest TRENDEX: WHB first with 42.1% all-day average.

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong

WHB
10,000 watts on 710 kc
KANSAS CITY, MISSOURI

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

NBC Answers ANA Charge On Required 52-Week Contracts

NBC's position on 52-week contracts for television advertisers was given in statement released by network Friday. It followed Assn. of National Advertisers' assertion that some advertisers had thought 52-week firm contracts were required by all networks (early story, page 31). NBC stated:

"Fifty-two-week contracts are normally desired both by advertiser and network for prime time periods and programs. Apart from this, such contracts are often mandatory by reason of the long-term commitment required by key talent of network and/or advertiser. Naturally, all networks have certain time periods and programs which need not have a 52-week contract."

West Coast Agencies Join

RAYMOND R. MORGAN Co. and Harrington-Richards Div. of Fletcher D. Richards Inc. consolidate Sept. 1 into wholly-owned west coast division, Harrington, Richards & Morgan, with offices in Los Angeles and San Francisco. Raymond B. Morgan will be operating head with Alfred E. Smith, Fletcher D. Richards vice president, continuing in charge of San Francisco office and Robert Temple, former executive vice president of Morgan, as Los Angeles manager. Mr. Temple has been named Richards vice president.

More Business for Mutual

BUSINESS signed by Mutual's new management pushed past $500,000 mark Friday (early story, page 72) with announcement that Ex-Lax Inc., New York, had ordered participations in Mutual's multi-message plan week-night block of mystery-adventure programs, plus ten 20-second announcements per week adjacent to morning and afternoon news shows. Contract, placed through Warwick & Legler, N. Y., is said to represent more than $100,000 in net billing and becomes effective today (Monday).

Surles Named to New Post

APPOINTMENT of Larry Surles to newly-created post of manager of new business for NBC Spot Sales being announced today (Monday) by Jack Reber, director. Mr. Surles, who has been eastern manager for radio spot sales at NBC, will concentrate on creating new spot tv business. He reports to Ed Jameson, NBC Tv Spot Sales director.

Dr. Langmuir Dies at 76

DR. IRVING LANGMUIR, 76, Nobel prize winner and General Electric research scientist, died Friday in Falmouth, Mass., hospital, following heart attack. Dr. Langmuir was noted for his work on electron tubes. He was also pioneer in artificial rain-making.

Anahist Ups Broadcast Budget, Will Include Network Tv, Radio

ANAHIST Co. (anti-histamine nasal sprays, cold tablets, cough syrups), Yonkers, N. Y., reportedly will spend over 85% of projected 1957-58 ad budget of $6 million in broadcast media, making first use of network tv in two years, and will test radio.

With $2.8 million in spot tv in 1956 (TvB estimates), Anahist said to have allocated excess of $4 million to tv spot for 1957-58 season (September to May). Increase due to wider distribution (spot campaign in 150 markets) and three new cold products said to be planned for fall exposure effective Sept. 16. Parent Warner-Lambert Pharmaceutical Co. has authorized Anahist to spend $500,000 in W-L's network programs.

Anahist already has lined up estimated 15 New England markets for initial 13-week radio test effective Sept. 16, and is banking heavily on success there before enlarging use of radio. Anahist's total $6 million ad budget is understood to be 100% increase over 1954 budget of $3 million. Eight percent reportedly will go to print media. Agency: Ted Bates & Co., New York.

TvB Sets West Coast Showings

INITIAL showings of new Cellomatic sales presentation developed by Television Bureau of Advertising scheduled this week on West Coast for agencies and advertisers. Titled "The Vision of Television—1957," presentation is set tomorrow (Tues.) in L. A. at Ambassador Hotel and Weds. in San Francisco at Fairmont Hotel. TvB will be represented by President Norman E. Cash and Western Division Director Walter McNiff.

TASO to Query Tv Service Men

TELEVISION Allocations Study Organization announced Friday it is preparing to questionnaire nation's service men to determine types of tv receiver installation and performance of receivers throughout country as contrasted with performance of receiving sets in manufacturers' laboratories. Information is for use of Panel 3, Field Tests.

TOP AGENCY MERGER PENDS

DISCUSSIONS on possible merger of Ruthrauff & Ryan and Erwin, Wasey & Co., both New York, were reported continuing Friday but spokesman for each agency claimed no decision has been reached. Each of agencies billed estimated $40 million last year and each is 45 years old. Behind consolidation proposal is belief that very large agencies can reduce costs by offering clients all marketing services they require.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

A NEW FACE IN TV • Cadbury-Fry Chocolates, London, reportedly has set aside over $60,000 for four-market tv test campaign—first use of any broadcast media—starting early October. Campaign is understood to be for 26 weeks. Charles W. Hoyt Co., N. Y., is agency.

SANDURA SEEKS • Sandura Co. (Sandran vinyl floor coverings), Phila., now one week, 15 minute participant in NBC-Tv's *Queen for a Day*, understood to be looking for other quarter-hour daytime network participation. Agency: Hicks & Greist, N. Y.

ADDS SPOT TV • Weston Biscuit Co. (Weston cookies), Passaic, N. J., understood to be planning spot tv campaign to break in about 10 eastern markets next month. Company, currently using spot radio in East, is also considering extension of this but no decision has been made. Agency: Peck Adv., N. Y.

MINUTES FOR MUELLER • C. F. Mueller & Co., (macaroni products and sauces), Jersey City, entering 28 markets Sept. 9 with 33-week campaign consisting of minute announcements on three tv stations and 50 radio stations. Agency: Calkins & Holden, N. Y.

ANOTHER HAPPY CLIENT • C. A. Briggs Co.'s H-B Sales Div., Boston, for H-B cough drops, increasing broadcast media allocations 10% over last year, intends to spend approximately $75,000 in radio only (50% of total budget)—its biggest broadcast buy to date. H-B will enter 20 eastern markets (65 radio stations) Nov. 4 with 13-week spot drive, using morning announcements Three week-long hiatuses are planned for weeks of Nov. 25, Dec. 23 and Dec. 30. Agency: Fred Gardner Co., N. Y.

PLANS FOR GLIM • B. T. Babbitt's Glim liquid detergent, recently-assigned account at Doyle Dane Bernbach, N. Y. [B•T, July 22], understood setting up initial drive out of that agency. Reports have Glim entering roughly 35 markets at end of August for short-term radio drive lasting over two months.

RADIO IN 150 MARKETS • Lydia E. Pinkham Medicine Co., Lynn, Mass., placing extensive spot radio campaign in about 150 markets, starting in first week of September. Cohen & Aleshire, N. Y., is agency.

Continues on Page 10

at deadline

RAB's Management Conferences Get Underway Today at Palo Alto

RADIO Advertising Bureau opens first series of annual Regional Management Conferences today (Monday) at Palo Alto, Calif., where about 60 Pacific coast executives will meet with bureau officials for two days. Other RMC meetings are set for Aug. 22-23 at Estes Park, Colo.; Sept. 5-6 at Upper Saranac Lake, N. Y.; Sept. 9-10 at White Sulphur Springs, W. Va.; Sept. 12-13 at Rockton, Ill., and Sept. 16-17 at Edgewater, Miss.

Topics to be explored at Pacific coast meetings will be general management, covering automation and status of radio billings today; program planning, including nighttime programming and concepts of weather broadcasts; promotion, with emphasis on motivational research and do-it-yourself research projects; sales management, touching on special study reflecting current national spot buying pattern and discussion of effective methods for Saturday and Sunday time sales. RAB executives at the conferences will include Kevin Sweeney, president; John Hardesty, vice president and general manager; Sherril Taylor, vice president and director of promotion; Warren J. Boorom, promotion manager; John T. Curry, manager of station services and James J. Shoemaker, manager of membership.

RAB also is announcing today it is offering agencies and advertisers opportunity to hear outstanding radio commercials relating to their respective fields of interest. Presentations of these commercials, assembled on magnetic tape, are not available on loan, but arrangements to hear them can be made through request to RAB's sales department, 460 Park Ave., New York 22. RAB has built library of commercials from those selected as outstanding at its annual National Radio Advertising Clinic.

Hinlein Fights Network Refusals

APPEAL made Friday to Dept. of Justice in Washington by Milton J. Hinlein, president, ch. 6 KDRO-TV Sedalia, Mo., against networks' refusal to affiliate. Mr. Hinlein was accompanied by Miss Lee Chapman, KDRO-TV general manager, and William Brown, Sedalia city counselor, was armed with Sedalia city council backing. Complaint on grounds of monopoly and restraint of trade stemmed, it is understood, from refusal of networks to affiliate ch. 6 station, because Kansas City affiliates claim coverage. Kansas City is 75 miles from Sedalia.

KSLM Power Boost Stayed

FCC Friday set aside July 18 grant without hearing of increase in power of KSLM Salem, Ore. (1 kw daytime on 1390 kc) and wrote station hearing seems necessary because of interference from proposed operation to KBCH Oceanlake, Ore. (250 w on 1400 kc).

Rounsaville Sells Fla. Daytimer, Buys Another Am in New Orleans

SALE of two Negro-programmed daytimers —one of them bringing $500,000—announced Friday.

WOBS Jacksonville, Fla. (5 kw daytime on 1360 kc) sold by Robert W. Rounsaville, group station operator, to three Jacksonville businessmen—Simpson R. Walker Jr. and Harry C. Powell Jr., real estate, and Lawrence R. Picus, local announcer-salesman—for $500,000. Three buyers recently acquired WSTN St. Augustine, Fla.

Having sold WOBS, Mr. Rounsaville promptly bought WMRY New Orleans (1 kw daytime on 600 kc) for $250,000 from Lester Kamin, principal owner. Involved in WOBS deal was long term payment plan.

Mr. Rounsaville bought WOBS in March 1956, paying $50,000 plus WWOK Charlotte, N. C. (1 kw daytime on 1480 kc), which he had put on air in 1955. He is owner of WQXI Atlanta, WLOU Louisville, WCIN Cincinnati, WMBM Miami Beach, WIOK Tampa and WSOK Nashville. All but WQXI are Negro-programmed. He also holds uhf tv permits for Atlanta, Louisville and Cincinnati.

One of top prices for daytimer was $830,000 in sale of WHIM Providence by Frank Miller Jr. to Richard Buckley and John Jaeger [B•T, July 1].

Hot Springs V Permit Dropped

DELETION of ch. 9 KSPS (TV) Hot Springs, Ark., and cancellation of cp, at request of permittee Video Independent Theatres Inc., announced Friday by FCC. Video "concluded that there is no practical possibility of the successful operation of a [tv] station at this locality." Video owns KVIT (TV) Santa Fe, N. M., 12% of KWTV (TV) Oklahoma City and a closed-circuit tv system to start Oct. 1 in Bartlesville, Okla. Cancellation brings number of vhfs deleted since 1952 to 35. There have been 140 uhfs deleted.

Cowen Heads C&W S. F. Office

APPOINTMENT of Jerome J. Cowen, senior vice president, Cunningham & Walsh, as general manager of C&W's San Francisco office being announced today (Monday) by John P. Cunningham, agency president. Francis C. Wheeler continues as executive vice president and member of C&W board. Mr. Cunningham said move of top executive from agency's New York office to direct affairs of San Francisco office would consolidate agency's activities in "these two important markets." Mr. Cowen has been with C&W for 16 years. San Francisco office at one time was Brisacher, Wheeler & Staff until it merged with C&W early this year.

PEOPLE

JOHN P. TAYLOR promoted to newly-created post of manager, marketing plans and services, RCA Industrial Electronic Products. **HERMAN R. HENKEN,** for three years advertising and sales promotion manager of RCA Theatre and Industrial Products, succeeds Mr. Taylor as manager, advertising and sales promotion, RCA Industrial Electronic Products.

RUSS SEVERIN joins NARTB Aug. 26 as field representative covering South. He succeeds **BARNEY OGLE,** who resigned to join station brokerage firm of Hamilton, Stubblefield, Twining & Assoc. Mr. Severin formerly was with KRCA (TV) Hollywood, WTAR-TV Norfolk, Va., and KWTV (TV) Oklahoma City.

JOHN BRADY, formerly director of advertising services at General Foods, to grocery products division of Donahue & Coe, N. Y., as account executive.

FRED A. MORRISEY, Kudner Adv. representative and general manager for Buick stage presentations, transferred from N. Y. office of agency to become Detroit account manager for Buick Motor Div.

ROBERT SCHULTZ, formerly sales manager, Shamus Culhane Productions, N. Y., tv commercial film producer, being named today (Mon.) as film service sales supervisor for Calnatron, electronic sight and sound system developed by California National Productions, NBC subsidiary.

J. ENGLISH SMITH, assistant to James T. Aubrey, ABC-TV vice president in charge of programming and talent, joins General Films Labs, Hollywood, as assistant sales director.

• BUSINESS BRIEFLY

Continues from page 9

TARGETING ON KIDDIES • Joint toy campaign on behalf of American Character Doll Corp., N. Y., and Remco Electronic Industries, Newark, in 85 markets [B•T, July 15], utilizing children's programming to appeal to 4-10 year age bracket will kick off Sept. 16 and run through Dec. 13. Agency: Webb Assoc., N. Y.

BBDO LANDS ACCOUNT • W. A. Sheaffer Pen Co., Chicago, has appointed BBDO, N. Y., to handle advertising of new ball-point pen to be introduced this fall. Rest of account will be continued to be serviced by Russel M. Seeds Co., Chicago.

Four Star Elects Powell

DICK POWELL has been elected president of Four Star Films, tv production company which he owns with David Niven, Charles Boyer and William Cruikshank. Mr. Cruikshank, company attorney and president for past two years, has resigned presidency to devote more time to his law practice. He will continue as Four Star attorney and member of board of directors.

WPEN

IN PHILADELPHIA MORE PEOPLE LISTEN TO WPEN THAN TO ANY OTHER RADIO STATION*

WE DID IT AGAIN!

FIRST!

SEE MAY-JUNE PULSE

WPEN was years ahead in establishing itself as Philadelphia's Music and News station.

We are an independent station, free to program to local tastes. We offer entertainers not part of networks. And we program them in long blocks of time to give the audience an opportunity to form lasting listening habits.

We are dedicated to the proposition that only top calibre entertainers provide top flight entertainment. And the music they play is selected with loving care.

Commercial messages are not delivered between network shows by nameless announcers. Our clients' sales are managed by Star Entertainers whose names inspire loyalty and confidence in the products they sell.

We are first. There is no other place to go—so we intend to stay right here.

The Best in Radio Entertainment
24 Hours a Day—7 Days a Week

The Station of Personalities WPEN

*Pulse March-April 1957
6 A. M. to Midnight Monday thru Saturday

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco and Boston*

Famous on the local scene...

A beautiful home on a hill...there are many beautiful homes on hills—but this is Jefferson's home, Monticello. That makes the difference.

In broadcasting there are many fine facilities, but some are known as the Storer stations. That makes the difference.

Storer stations are acknowledged nationally for that extra something because at home they do something extra.

A Storer station is a *local* station.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WPFH-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Wilmington, Del.

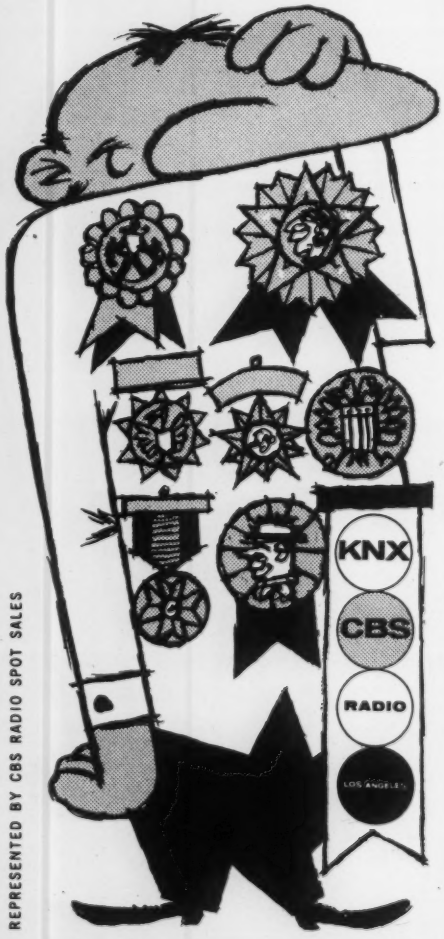
WSPD	WJW	WJBK	WAGA	WIBG	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Philadelphia, Pa.	Wheeling, W. Va.	Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

Nothing succeeds like . . .

An advertiser puts his money where he gets results—obviously! Well, 15 of the most famous, successful and respected advertisers in So. Calif. and the nation have advertised on KNX for 3 to 8 years—continuously, consistently. The proof is in the putting. Knowledgeable advertisers, as always, are putting their chips on Southern California's #1 radio station, the CBS 50,000 watt

KNX · LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

It's Not NBC's Session

EDITOR:

Please be advised that to the best of my knowledge the National Broadcasting Co. is not holding an annual convention of its radio and television affiliates at the Waldorf Sept. 11-13 [CLOSED CIRCUIT, Aug. 5].

Sept. 11-13 is the period of the annual meeting of the NBC Television Affiliates, which is an independent organization of NBC television stations and does not hold its meetings at the call of NBC.

After the above dates were set by the NBG Television Affiliates, the radio affiliates (it is my understanding) also decided to have their annual meeting on the day prior because most of the television affiliates are also radio affiliates.

To the best of my knowledge there was no official meeting of all NBC affiliates at the Miami Beach celebration last December. One day was set aside for the annual meeting of the NBC Television Affiliates for the conduct of their regular business.

Walter J. Damm
Chairman, NBC Television Affiliates
(Vice President, WTMJ-AM-TV Milwaukee)

Wants Radio-Tv Newsmen Added

EDITOR:

On behalf of radio and tv stations that have made *Meet the Press* a successful program, I believe a representative of the broadcast media should be represented on the panel each week. Radio and tv stations play important roles in covering and reporting the news. Why shouldn't they be integral parts of the weekly panels? Appearance of a broadcast newsman would add interest to the program and provide promotional material.

Dallas Wyant
Promotion Manager
KOB-AM-TV Albuquerque, N. M.

Silence Is Not Golden

EDITOR:

The one gimmick (and I use this word for lack of a more appropriate one) that does radio no good is the use of a period of silence in place of a commercial. Of all the ridiculous ideas, this is it. How much more of an admission can a radio station make that its commercials are presented in an unfavorable manner. It says, in effect, "We realize our commercials must be irritating, boring, obnoxious and blatant. Therefore, we are going to give a measure of relief by not doing anything but providing you with a moment of soothing silence." No other interpretation is possible.

If commercials are written intelligently and read pleasantly, how can they be annoying? Everyone in radio knows that a few seconds of silence preceding a commercial is an attention-getter. For a moment the listener, unaccustomed to silence, is startled into thinking that his electricity has been cut off or his radio has gone dead and listens intently for some sound to come through.

Then the commercial starts taking advan-

1957 PULSE PROVES WPTF is

A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

* None of which has more than 4% share

Tune-in: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data

WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

"No Fare, Lady"...

The SRO sign is out on KING's new road show—No Fare, Lady. Each Friday, shoppers ride downtown Seattle shuttle busses for free—courtesy of KING.

Downtown merchants, department stores, and banks all join with KING in this community relation promotion—another way that KING maintains its dominant place in the Seattle market.

If you have a product problem in the Pacific Northwest—why don't you ride along with KING? See your ticket broker right away—the friendly man from Blair.

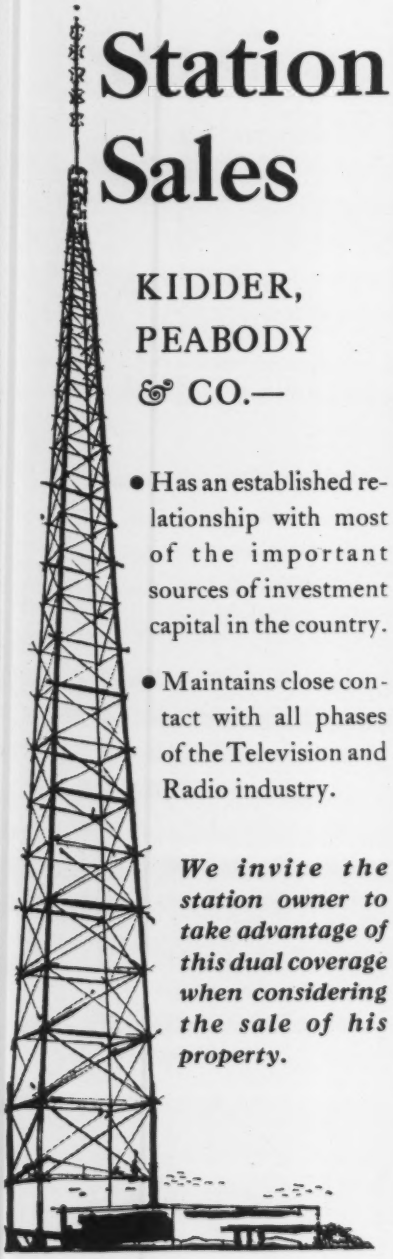
50,000 WATTS—1090 KC
ABC—BLAIR, INC.

FIRST IN SEATTLE

Radio KiNG

ASSOCIATED WITH KING-TV, SEATTLE, AND KGW-TV AND KGW RADIO, PORTLAND, OREGON

Station Sales



KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.

FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

tage of this attention. That's an old, tried and proven gimmick, but can't be used too often. But to "sell" silence and explain it in such a way does nothing but make the station appear puerile. If the listener really wanted silence, a flick of a switch would accomplish this.

A gimmick does have a place in broadcasting. Some gimmicks are good, some are bad—the sponsored period of silence is one of the latter.

John T. Clayton
Director, Public Affairs
WHLI-AM-FM Hempstead, L. I.

Another Cox Report

EDITOR:

I have just read with a great deal of interest your latest study of the "Tv Broadcast Week" [B•T, July 29]. While this provides, as always, an interesting insight into the makeup of the program schedules of stations in the different categories with which you deal, I think that it does not quite meet some of the points which we tried to make in our report on network practices. In the first place, there is nothing in your study to indicate the times at which non-network film programming was shown, and certainly our report points out that this has a very important bearing upon the chance of recovering production costs through syndication.

Perhaps even more important than this, however, there is nothing in your figures to indicate how much of this filmed programming is new first run product offered for syndication without previous network exposure. As I tried to point out in the report, it seems to me that the effect of option time and the must-buy requirement has been to make it more and more difficult for syndicators to operate, and that as a result their new product has tended to decline.

The figures which you cite are simply those for total film programming, and therefore, obviously include a great many reruns—either of syndicated film being reshown in the same market, or of network film programming now being shown on a syndicated basis. While this no doubt has a place in television programming, it cannot, of course, serve the needs of independent stations which must compete during peak hours with the offerings of the networks.

As always, I think your staff has done an excellent job on this study. However, I thought I would just drop you a line to say that I don't think you have completely answered the points which are sought to be made in the report. But then, of course, perhaps you didn't intend to.

Kenneth A. Cox
Seattle

[EDITOR'S NOTE: Mr. Cox, now back in private law practice, was special counsel to the Senate Commerce Committee and author of the Committee's report urging antitrust investigation of tv networks (B•T, July 1).]

Putting the Record Straight

EDITOR:

Your article relative to the proposed acquisition of WGR-AM-TV [Buffalo] by

ALL TEN
OF THE
TOP TEN
PLUS
24 of the
TOP 25
ON
WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS ARE WAY OUT IN FRONT

1 THE FORD SHOW
2 THE PERRY COMO SHOW
3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

26 MEN

thundering out of the West

. . . The 26 daring Arizona Rangers tamed America's last wild territory . . . rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN . . . filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! ADULT *action!* WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Friehofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies
- Humpty-Dumpty Stores

CONTACT:

ABC FILM SYNDICATION

1501 Broadway, N.Y.C.
LAckawanna 4-5050

WSPA-TV
SERVING THE
SPARTANBURG-GREENVILLE
SUPERMARKET

1,788,361 PEOPLE *
WITHIN THE WSPA-TV 75 MILE AREA

75 Mi.
1,557,764
PEOPLE

BIGGER
THAN
ATLANTA!

BIGGER
THAN
NEW
ORLEANS!

75 Mi.
1,260,360
PEOPLE

* Counted Population
A. D. Ring and Assoc.
1950 Census

CBS

CHANNEL 7 IS THE
ONLY CBS, VHF
STATION IN THIS
SUPERMARKET

WSPA-TV's COVERAGE
EXTENDS
BEYOND THE
75 MILE AREA

CHANNEL
7

WSPA-TV
SPARTANBURG, S. C.

GEO. P. HOLLINGBERY
NATIONAL

OPEN MIKE CONTINUED

Transcontinent Television Corp. . . . was not entirely correct in that it omitted the names of Seymour H. Knox and Northrup R. Knox from the Schoellkopf group [B•T, July 22].

It further erroneously stated that Mrs. Alonzo C. Deuel will hold 6% of the Transcontinent stock subsequent to the acquisition. Mrs. Alanson C. Deuel is not presently a WGR stockholder, however, Miss Virginia Deuel and Mrs. Norma Deuel Lutz, nieces of the late Alanson Deuel, each will hold 6% of the Transcontinent stock after the acquisition and are presently WGR stockholders.

C. M. Kirtland
Treasurer
Transcontinent Television Corp.
Buffalo, N. Y.

Huntley's New Powers

EDITOR:

The following is a teletype communications received this morning from NBC-TV. The underlines have been supplied by us. Years ago the reference was to "the power of the press." Obviously, the old order changeth and today it is the power of television, or more properly the power of Mr. Huntley.

"HV SPECIAL OUT LOOK PGM. AUG. 18 OTO 500-600 PMNYT. THE ENTIRE PGM WILL BE DEVOTED TO THE FIRST EXCLUSIVE TELEVISION INTERVIEW WITH BABIB BOURGUIBA, FIRST PRESIDENT OF TUNISIA. THIS INTERVIEW WAS FILMED IN TUNIS LAST WEEK, IMMEDIATELY AFTER BOURGUIBAS DESIGNATION AS PRESIDENT OF TUNISIA BY CHET HUNTLEY, NBC NEWS COMMENTATOR. THIS PGM WILL BE AVIL ON DELAY BASIS UPON SUFFICIENT NUMBER OF REQUESTS AT REG TV SUST KINE CHARGE."

Name Withheld
(An NBC-TV Affiliate)

Goes Them One Better

EDITOR:

This switch on the telephone connection gimmicks of RAB and KWG Stockton [OPEN MIKE, Aug. 12] may be usable by another station with a well-identified theme song. Instead of cutting into the telephone itself with a connection to our broadcasting, we merely place next to each phone a mechanical music box, made of plastic in the shape of the telephone base. When we have to ask a caller to wait while we check a file or transfer the call within the office, we place the instrument on the plastic base. Its weight upon two little spring cylinders starts the box playing our theme, "Avalon." No matter what the caller's original mood, this invariably gets a chuckle.

Robert J. McAndrews
Vice President
KBIG Hollywood, Calif.

IN REVIEW

THE ARLENE FRANCIS SHOW

THE new *Arlene Francis Show* is a smoothly produced showcase for NBC-TV's "first lady of television." She's the whole show, even to the program's visual motif. The heart-shaped diamond pendant, which has become Miss Francis' trademark on television, frames the show's opening and closing shots and themes proceedings in between.

Although it boasts more workmanlike production than some of its daytime compeers (superior design, music), the new half-hour, nevertheless, has the daytime family features: participating audience, games and prizes for the studio contenders. In addition, the format offers latitude for the star to chat with the viewer, plug the current Shakespeare production at Stratford, Conn., and read congratulatory telegrams from Robert Sarnoff, Gov. Averell Harriman, Cecil B. DeMille, Dorothy Kilgallen, Bob Hope and others of her crowd.

The lady who practically pioneered audience participation shows handles her new vehicle with maximum wit and charm.

The show also benefits from imaginative audience games and a storytelling feature by Miss Francis.

But the viewer inevitably is going to compare *The Arlene Francis Show* with its hour-long predecessor in the 10 a.m. period, *The Home Show*. And perhaps the newcomer will suffer from such a comparison. *The Home Show* was instructive as well as entertaining, worth holding up a morning's work for. *The Arlene Francis Show* is only mildly entertaining.

Production costs: Approximately $3,000.

Telecast on NBC-TV, Mon.-Fri., 10-10:30 a.m. Started Aug. 12.

Sponsors: (Participating) Owens-Corning Fiberglas (through McCann-Erickson), House of Westmore Inc. (Ehrlich, Neuwirth & Sobo), Aladdin Industries (William Hart Allen Inc.), Bourjois (Lawrence C. Gumbinner Adv. Agency), Cooper Inc. (Henri, Hurst & McDonald) and Minnesota Mining & Manufacturing (BBDO).

Producer: Alan Beaumont.

Director: Ted Nathanson.

Associate director: Larry Owens.

Writers: George Kirco, Mike Morris.

BOOKS

GENERAL SPEECH: AN INTRODUCTION (second edition) by A. Craig Baird and Franklin H. Knower; 395 pp.; McGraw Hill Book Co., 330 West 42nd St., New York 36. $4.50.

DESIGNED as an introduction to college speech, this text emphasizes objectives which are functional in the everyday living of college students. Speech fundamentals which bear directly on these objectives are stressed: the speaker's personality, attitudes and audience adjustment; voice; articulation and pronunciation; ideas; language, and speech organization.

One of the book's chapters is devoted exclusively to radio and television speaking techniques.

LONG-TERM POWER DELIVERY

. . . through "proved-in" tube design

17742

22201

Using grid-flange design—an RCA development—this RCA power triode contributed to a new era in VHF operation.

HOW TO GET MORE HOURS FROM AN RCA-5762

- Hold filament voltage at 12.6 volts—right at tube terminals
- Operate each new tube as soon as you receive it
- Keep air-cooling system clean. It helps prevent tube and circuit damage caused by overheating
- Always operate tube within RCA ratings. Follow instructions packed with tube
- Handle tube carefully—to avoid mechanical damage
- Operate spare tubes periodically

Incorporated within this well-known air-cooled triode are some of the most unique technical advancements in the history of power-tube design. Many of these RCA techniques have evolved from experience gained over years of actual tube operation on the air. All of them contribute substantially to the remarkable endurance of this tube in day-in, day-out transmitter service—over many thousands of hours.

Backed by more than a quarter century of specialized experience in designing and building world-famous high-power tubes, RCA-5762's are paying dividends for broadcasters—continually—in lower tube costs per hour of operation, and in stable performance of the transmitter.

Your RCA Tube Distributor can handle your order for Type 5762's—promptly. Call him.

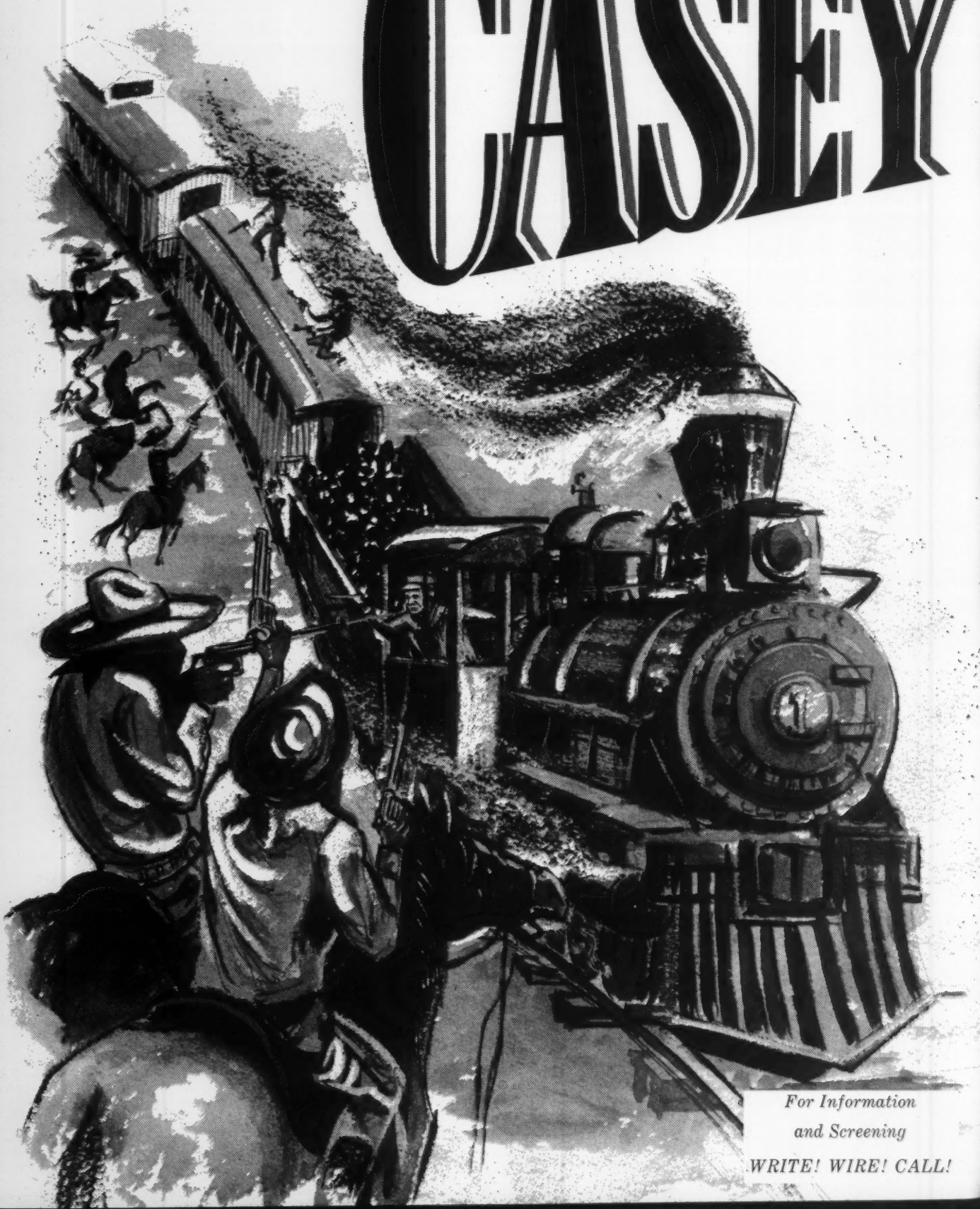
RCA **TUBES FOR BROADCASTING**

Radio Corporation of America Harrison, N. J.

ALL ABOARD . . . for TV's new

SCREEN

CASEY

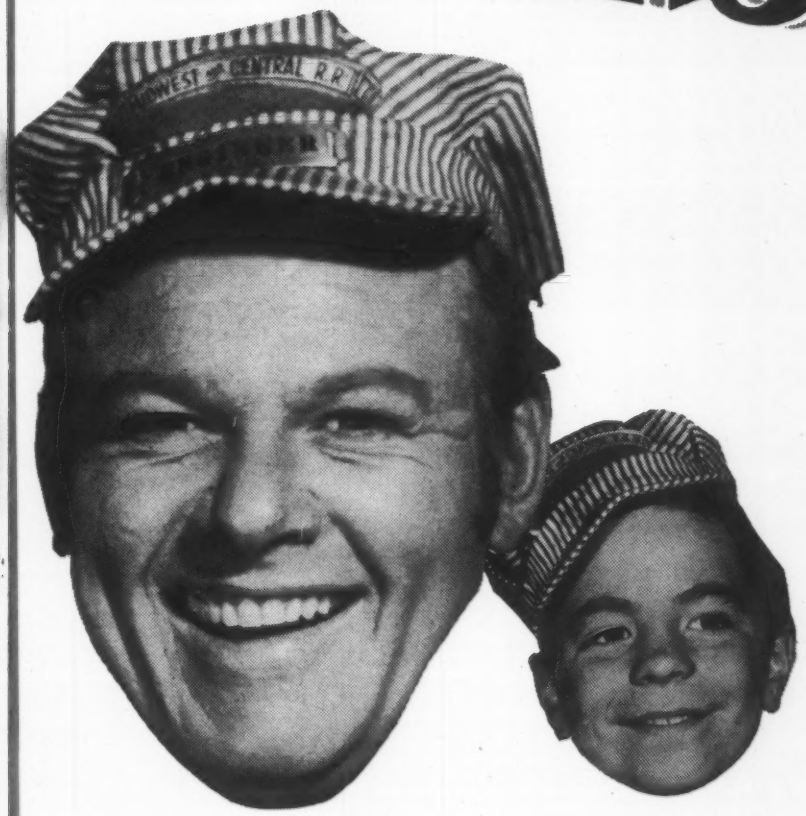


For Information
and Screening
WRITE! WIRE! CALL!

dimension in syndicated first-run ½ hour adventures!

GEMS

JONES



Starring **ALAN HALE** *as* **CASEY**

BOBBY CLARK *as* **CASEY, JR.**

. . . with a top supporting cast including the **"CANNONBALL EXPRESS!"**

PRE-SOLD

IN THESE TOP TV MARKETS!

KOAT-TV	*Albuquerque, N. M.*
KGNC-TV	*Amarillo, Texas*
KERO-TV	*Bakersfield, Cal.*
WAAM-TV	*Baltimore, Md.*
WAFB-TV	*Baton Rouge, La.*
KBOI-TV	*Boise, Idaho*
WBZ-TV	*Boston, Mass.*
WGN-TV	*Chicago, Ill.*
KYW-TV	*Cleveland, Ohio*
WWJ-TV	*Detroit, Mich.*
KJEO-TV	*Fresno, Cal.*
KLAS-TV	*Las Vegas, Nev.*
KTTV-TV	*Los Angeles, Cal.*
WPIX-TV	*New York, N. Y.*
WPFH-TV	*Phila.-Wilmington*
KPHO-TV	*Phoenix, Ariz.*
KDKA-TV	*Pittsburgh, Pa.*
KGW-TV	*Portland, Ore.*
KVIP-TV	*Redding, Cal.*
KCRA-TV	*Sacramento, Cal.*
KTNT-TV	*Tacoma, Wash.*
KVOA-TV	*Tucson, Ariz.*
WTOP-TV	*Washington, D. C.*

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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*Reg. U. S. Patent Office
Copyright 1957 by Broadcasting Publications Inc.

The switch

Some of the Nation's leading advertisers who have made their buy on WLW-I!

Angel Flake
Ayds
B C Remedy
Butterfield Potatoes
Colonial Stores
Dream Whip
Fall City Beer
Fisher Cheese
Folger's Coffee
Instant Fel's Naptha
Instant Maxwell House Coffe
Jello
Kahn's Wieners
Kools

Stand By! WLW-I . . . live-wire new member of the famous Crosley Group is ready to throw the switch and go on the air in Indianapolis! And, already, many sponsors have signed up on WLW-I for these good reasons:

WLW-I Top Programs — Full ABC Network affiliation with the finest programs. PLUS Crosley originating programs like the one-and-only Ruth Lyons 50-50 Club and the famous "Midwestern Hayride," both televised in COLOR!

WLW-I Top Audience — Top programs mean top audience. So WLW-I will be packing in a full house of TV audience to really bring home the business for sponsors — like the other Crosley Stations.

WLW-I Top Promotion — Crosley's exclusive promotion department is turning on the current all over to cover the trade fronts with mighty unmatched merchandising — tying in products, programs, personalities.

So it's no wonder a long list of sponsors has already signed up on WLW-I in Indianapolis. Get **your** products on WLW-I . . . NOW! For your best buy . . . best buy WLW-I!

newest member of the famous Crosley Group

WLW-I

indianapolis

MAXIMUM POWER/ MAXIMUM TOWER

channel 13

Full ABC Network Affiliation
Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco • Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

Crosley Broadcasting Corporation, a division of **Avco**

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

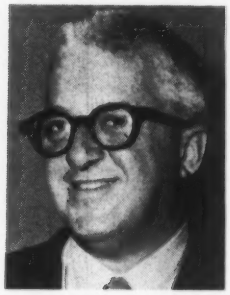
LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.

WILS
music news sports

OUR RESPECTS

to Robert Jay Burton



THE FIELD of copyright is complex and, understandably, uninteresting to most laymen. But if broadcasters and advertising agency executives are blasé about the subject, the chances are they have not been exposed to the missionary zeal of Robert J. Burton, vice president in charge of domestic performing rights administration for Broadcast Music Inc.

The odds are that unless the executive is a comparative newcomer, he has heard Mr. Burton's exhortations on copyright. For more than 10 years, he has criss-crossed the country as a speaker on his favorite subject before BMI clinics and various advertising and broadcasting association gatherings.

He believes that all businessmen should have a knowledge of copyright, pointing out that the laws governing this activity were set up to protect the public as well as the creative artist. During his 16-year association with BMI, he has enunciated this philosophy of public protection everywhere he has preached.

Robert Jay Burton, born in New York City on Sept. 21, 1914, set his sights on a career in law when a youngster. He was raised in Larchmont, N. Y., and educated in Larchmont public schools and in a private school in France, the Chateau de Beurs. He was graduated from Columbia U. in 1935 with a B.S. degree and distinguished himself on the college debating team. He received his law degree from the Columbia Law School in 1937.

Mr. Burton then joined the New York law firm headed by Arthur Garfield Hays, regarded as one of America's outstanding attorneys. Mr. Burton's assignment at the Hays firm represents an ironic coincidence: Among other duties, he performed work for the Songwriters Protective Assn., some of whose members have sued BMI for damages amounting to $150 million. He also handled the Artists' Guild, an association of many of the best known painters and illustrators.

Mr. Burton's curiosity about the intricacies of copyright law prompted him to attend many seminars on the subject before various legal groups in New York. It was at one of these seminars that Mr. Burton became acquainted with Sydney M. Kaye, now chairman of the board and general counsel of BMI. Late in 1940, Mr. Burton asked Mr. Kaye for a job with BMI and was hired.

Mr. Burton's initial assignment at BMI, in January 1941, was that of resident attorney, responsible for internal legal matters. During his first years with the organization, BMI was starting to spread its wings. He was in the forefront of BMI's legal battles for recognition during the early forties. His advancement at the organization paralleled the growth of BMI and its emergence as a significant force in its field. Mr. Burton was appointed director of publisher and writer relations in 1943; vice president in charge of publisher and writer relations in 1947, and vice president in charge of domestic performing rights administration last June.

MR. BURTON's post at BMI essentially is two-fold: In addition to his duties as resident counsel, it is his job to win friends for BMI among composers and publishers. The stature of the organization today indicates Mr. Burton has made a substantial contribution.

Over the 14 years Mr. Burton has worked hand in hand with publishers and composers. He is most pleased with one of the changes that has evolved in the United States whereby Tin Pan Alley has become "Main Street, U.S.A." He explained that before the emergence of BMI, composers and publishers were concentrated largely in New York and Hollywood. Today, with BMI's encouragement, according to Mr. Burton, they are distributed throughout the country and Canada.

"We are proud to have played an important part in the development of several hundred professional publishing companies and several hundred professional composers," Mr. Burton commented.

Mr. Burton married the former Linda Patterman of Youngstown, Ohio, in 1942. They have three children—Theodore David, 11; Cathy Elizabeth, 9, and William Michael, 5. The Burtons live in New Rochelle, N. Y., where Mr. Burton is active in community and political affairs. He is a member of the board of education there and has participated in Republican Party affairs.

It's no wonder Mr. Burton is acknowledged a specialist on copyright law. He has served on various copyright committees of such organizations as the Assn. of the Bar of the City of New York, American Bar Assn., and the American Patent Law Assn. He was a two-time president of the Radio & Television Executives Society of New York and is remembered as a gifted toastmaster.

Mr. Burton's hobby is "sun-bathing and Palm Springs." He has rented a home in the California desert resort this summer and relaxes in the sun when away from his duties at BMI

IN ROCHESTER

WBBF

LIVELY SALESMEN who have

been welcome in Rochester's

246,140 radio homes for

35 combined years . . .

whose live enthusiasm is

catching . . . consistent sales.

HAS THE "DRAW" POWER . . .

That's why they are

BIG BUY features on the

brightest station

in town.

MORT NUSBAUM
(daily 7:00-10:00 a.m.)
Rochester's best known, most effective broadcasting salesman

JOE DEANE
(daily 12:15-3:00 p.m; 6:15-8:00 p.m.)
(Sundays 12:15-5:00 p.m.)
Tops all competing disc jockeys

NICK NICKSON
(daily 3:00-6:00 p.m.)
(Sundays 5:00-7:30 p.m.)
Unchallenged king of the afternoon airwaves

The shining details? . . . call

VENARD, RINTOUL & McCONNELL
WBBF, Rochester, N. Y.

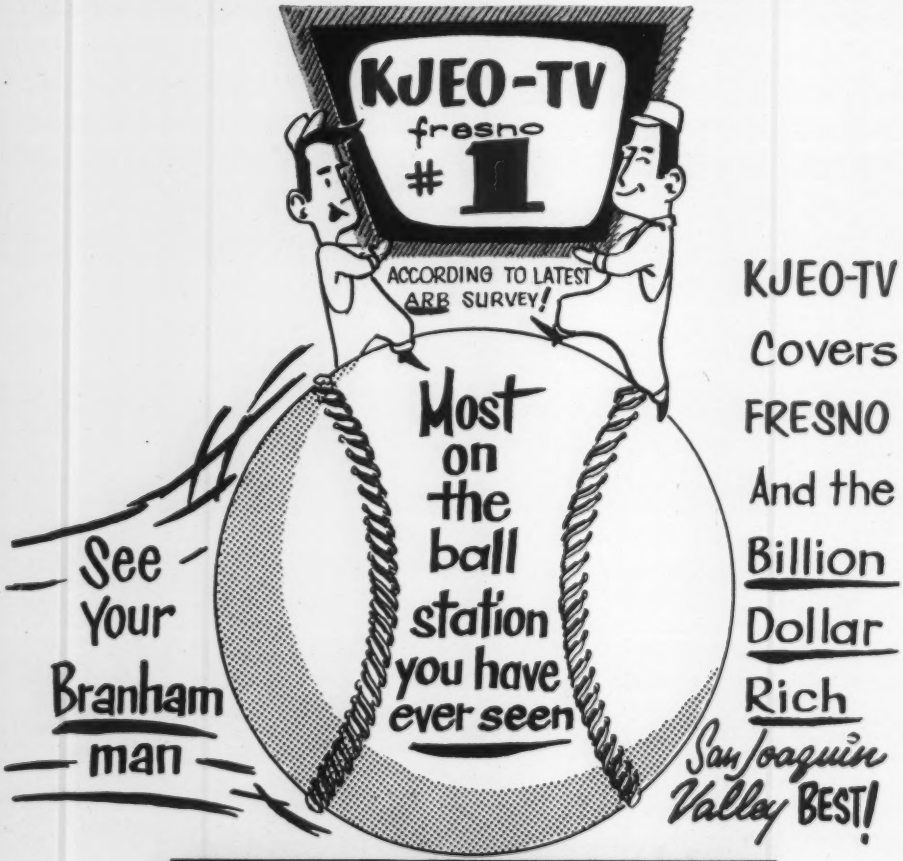
a star broadcasting station

WTLB, Utica · **WGVA,** Geneva

There's plenty of moss on us!

If you want your pitch to gather moss when you throw it down and walk around it, there's $2,739,749,000.00 rolling around in the WBNS Radio area. If you want to be sure of top Pulse ratings any quarter hour, Monday through Friday, day and/or night — you want WBNS Radio. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO


KJEO-TV
fresno
#1
ACCORDING TO LATEST ARB SURVEY!
Most on the ball station you have ever seen
See Your Branham man
KJEO-TV Covers FRESNO And the Billion Dollar Rich San Joaquin Valley BEST!

O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA

IN PUBLIC INTEREST

KBIG Helps Locate Vacationers

GOOD radio habits provided a solution when relatives of a California couple vacationing in Mexico were unable to reach the pair to inform them of a death in the family. Knowing that they were regular listeners of KBIG Catalina and failing to contact them by ordinary communications, relatives got in touch with Los Angeles police, who asked the station to broadcast a request for the couple to contact their family. The vacationers heard the broadcast in Ensenada, Mexico, and called their home.

WAMO DJ Goes to Jail

A THOUSAND orders for circus tickets made "bail" for WAMO Homestead-Pittsburgh disc jockey Carl Stuart, who moved into Pittsburgh's Central Jail and vowed to stay there until his listeners had called in that many ticket orders. The response enabled Mr. Stuart to get out within five hours, the station said. The circus was sponsored by the Pittsburgh Police Dept. for the benefit of a pension fund for widows of policemen.

WCAU Reports on Asiatic Flu

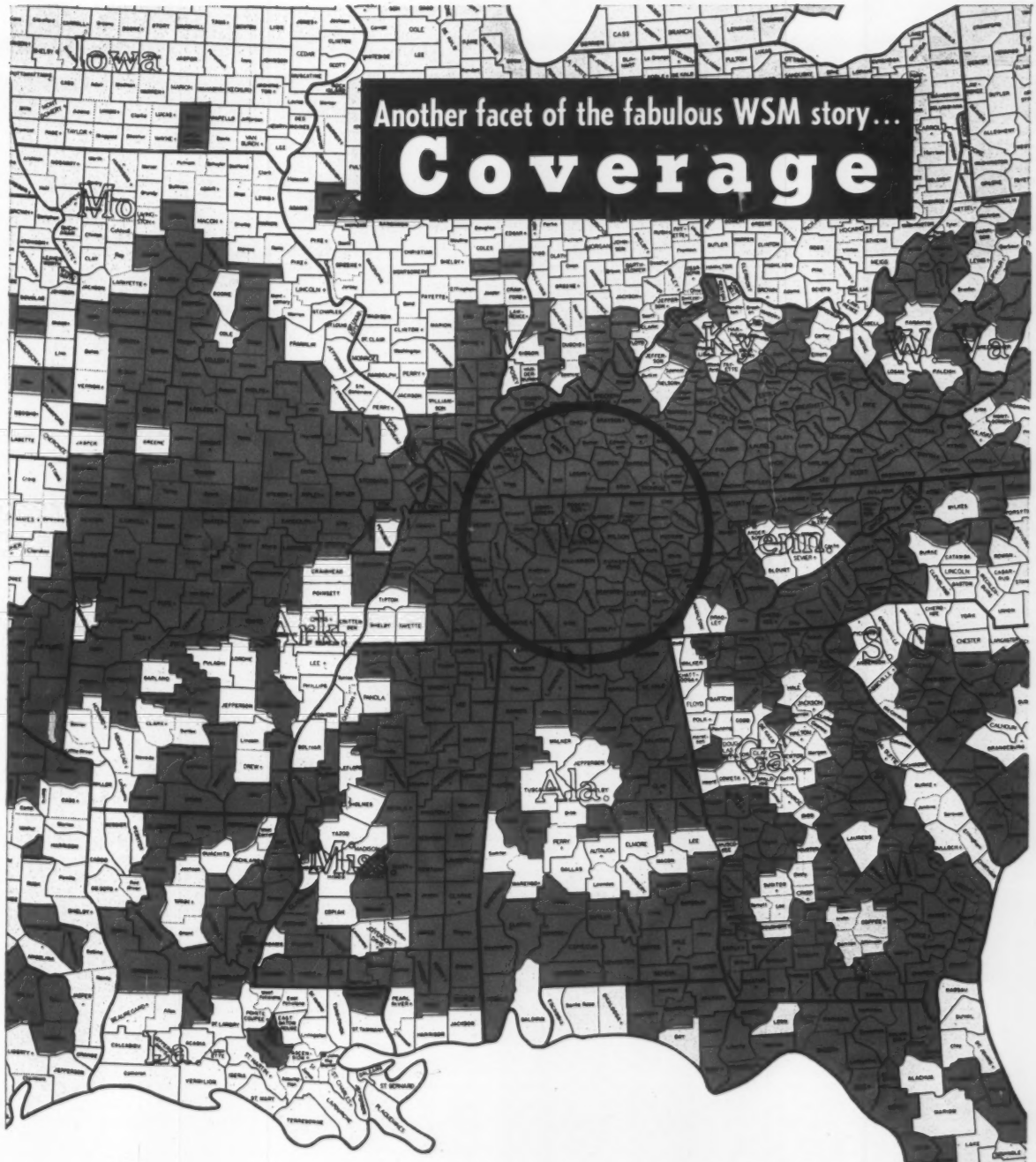
THE FIRST of a series of 15-minute film programs on Asiatic flu was presented by WCAU Philadelphia Aug. 17. Designed to inform the public about all aspects of the disease, the program, titled *Invasion '57*, was prepared by station staff members who worked with public health officials and the American Medical Assn. Points to be dealt with in the series include the history of the disease, how it will be fought in the Philadelphia area should it strike there and a taped interview with the Surgeon General from Washington, D. C.

WBZ-TV Warns of Stray Blast Caps

NO ONE was injured when a dynamite shack on a Boston housing project exploded, but a serious hazard was created by the thousands of detonating caps which the blast sprayed over a large part of the city. Since the caps are themselves potential small bombs, there was danger for persons handling them who might be unfamiliar with their use. WBZ-TV Boston, after hearing about the mishap, contacted Boston police, who appeared on the station's live shows during the day, demonstrated what a cap looked like, and issued warnings of the dangers involved. City officials felt many casualties were avoided through these constant warnings, the station said.

WSB-TV Films Program in Prison

AS PART of a proposed public service series, the staff of WSB-TV Atlanta has filmed *The Road Back* at the Atlanta Federal Penitentiary. The film, according to Station Manager Marcus Bartlett, deals with "the why of imprisonment, rehabilitation work inside the walls, and the problems of continued rehabilitation outside." The program was presented as a public service feature Aug. 4. WSB-TV will initiate series on alcoholism, juvenile problems and other such topics if the first program proves successful, the station said.



There is a difference...it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

39 BIG, BLAZING HALF HOURS of THRILL-PACKED

"OFFICIAL ...with

Starring
Everett Sloane

It's Action-Packed ... with some of the most exciting, most suspenseful episodes ever filmed.

It's Authentic ... being based on the actual files of "Official Detective" Magazine, the No. 1 favorite of detective story readers.

It Moves!
One week, it's about a State Trooper in Maine; the next about a patrolman in Seattle.

-HOURS
EPISODES from...
"DETECTIVE"
all the Impact of the FRONT PAGE of your LOCAL NEWSPAPER!

It's Available Now for Local and Regional Sponsorship!

If you'll see it, you'll buy it. Ask us to show you the print *now*...see the show so hot NTA wrote a check for more than a million dollars to bring it to you!

There's just no substitute for the skill and experience of Desilu—the lot that produced such other big winners as

"I Love Lucy" **"Wyatt Earp"**
"The Line-Up" **"The Sheriff of Cochise"**

Today, phone, wire or write: Harold Goldman, vice president in charge of sales

NTA

NATIONAL TELEFILM ASSOCIATES INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLAS

Sometimes

IMMODESTY

is most becoming!

And you've every right to exult with us over the proven size of WBTV's television market measured in terms of population . . . because it means a massive market for you.

CITY	POPULATION
1. New York	16,788,700
2. Los Angeles	7,699,900
3. Chicago	7,552,500
4. Philadelphia	6,675,100
5. Detroit	5,219,700
6. Boston	5,118,600
7. Wilmington, Del.	5,045,400
8. Pittsburgh	4,774,300
9. San Francisco	4,262,400
10. Cleveland	4,233,700
11. Johnstown, Pa.	4,145,600
12. Steubenville, Ohio	3,935,100
13. Manchester, N. H.	3,606,800

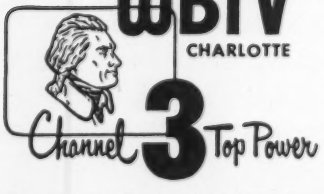
Sales Power IN THE CAROLINAS

14. CHARLOTTE	3,348,800

15. New Haven	3,290,200
16. Washington	3,135,900
17. Minneapolis-St. Paul	2,932,600
18. St. Louis	2,830,900
19. Providence	2,771,000
20. Memphis	2,731,500
21. Indianapolis	2,717,300
22. Milwaukee	2,698,600
23. Baltimore	2,661,700
24. Bloomington, Ind.	2,640,400
25. Atlanta	2,611,600

Source: Television Magazine 1957 Data Book

Moreover our clients are prone to boast about our superior Sales Power. Reach our people with your products through the pioneer in the Carolinas, and we warrant that you'll soon be gloating, too. For WBTV's Sales Power, contact CBS-TV Spot Sales.



JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
TELECASTING

Vol. 53, No. 8 **AUGUST 19, 1957**

ANA AIMS AXE AT THE 52-WEEK BUY

- **Ad association that forced network radio rate cuts now after tv**
- **1957 goal: Making tv networks sell time in shorter schedules**

TWICE in the television era the powerful Assn. of National Advertisers has conducted organized campaigns to twist broadcasting into a shape more pleasing to ANA members.

The first ANA campaign, launched in 1950, forced radio networks into a price war that sent rates skidding to fractions of their pre-television levels.

The second, begun last week, was a drive against the television network practice of trying to sell 52-week schedules. In many ways it resembled the anti-radio campaign of 1950-51.

Like the radio putsch of the early 50s, the ANA's new campaign was planned and is being executed by its radio-tv specialist group which is now called the Radio & Tv Service Committee. In 1950 it was called the Radio & Tv Steering Committee.

As its predecessor did in 1950, the current committee used research as a basis for its arguments. In 1950 the committee made an exhaustive interpretation of A. C. Nielsen figures "proving" that the nighttime radio audience would disappear entirely in the advance of tv. The research released by the committee last week was a survey of 69 ANA members who are network television advertisers.

Network officials declined formal comment immediately, but generally pointed out that the study released by ANA failed to point up different circumstances under which they do or do not insist that contracts cover a full 52-week period—and authorities of at least one network maintained they do not insist on firm 52-week commitments at all.

The survey was initiated by the ANA Radio and Tv Service Committee because, ANA said, some members thought 52-week contracts were an "inalterable requirement" while other members knew from their own individual experience that shorter contracts could be negotiated.

George Abrams, vice president of Revlon Products and chairman of the ANA committee, was quoted by ANA as saying:

"For some time, a number of ANA members have protested being forced to sign 52-week television facilities agreements with the three major networks. Failure to sign such an agreement meant the relinquishment of the time period to another advertiser willing to take on the full year's commitment."

The ANA release also said:

"A number of advertisers individually negotiate television network facilities agreements with ABC, CBS, and NBC for fewer than 52 weeks . . .

"The 69 advertisers responding to the ANA questionnaire reported 17 cases of facilities agreements for periods of 26, 35, or 39 weeks. The advertisers reported, however, that in 67 other cases they were obliged to make a firm commitment for facilities on a 52-week basis.

"At a recent meeting of the ANA Radio and Tv Service Committee, it became apparent that some advertisers were under the impression that a 52-week facilities agreement with any one of the three television networks was an inalterable requirement of the networks for all advertisers. Since several members of the committee had individually negotiated facilities agreements for a fewer number of weeks, the committee decided to poll members of the ANA radio and tv group to determine their experiences in this matter."

The questionnaire also solicited members'

HOW 69 BOUGHT—AND WOULD LIKE TO

The ANA Radio and Tv Service Committee asked ANA members what their experiences had been in buying tv network schedules of 52 weeks or less and how those experiences matched the advertisers' desires. Here are the results based on returns from 69 advertisers. (Not all answered all questions, and some have more than one network show.)

		ABC	CBS	NBC
For how many weeks were you obliged to make a firm commitment on your present tv network facilities contract?	52 WEEKS	26	20	21
	39 WEEKS	1	—	1
	35 WEEKS	1	—	—
	26 WEEKS	5	5	4
2. Did you attempt to negotiate for fewer weeks?		14	10	10
a. If "yes," how many?	39 WEEKS	6	2	1
	26 WEEKS	2	2	4
	13 WEEKS	6	5	4
	NOT SPECIFIED	—	1	1

3. Do you favor less than the 52-week facilities contract?	YES	61	NO	3
a. If "yes," how many weeks?	45 WEEKS	1		
	39 WEEKS	7		
	26 WEEKS	23		
	13 WEEKS	27		
	NOT SPECIFIED	3		

views on whether contracts should be for less than 52 weeks. The result: 61 voted for shorter terms (most for 13- or 26-week contracts) as against three who favored the 52-week period.

CBS-TV officials said they were nonplussed by the ANA move, asserting that they do not require 52-week firm contracts and would be "very much surprised" if CBS even considered such a policy.

They said actually a "very small percentage"—perhaps 3%—of their contracts were for 52 weeks firm, while around 75% were for 52 weeks but permitted prior termination by one means or another. The rest, they said, were for periods shorter than a year.

These sources also noted that while advertisers who sign up talent or film shows on a 52-week firm basis are definitely committed for a full year on the programming, CBS-TV does not insist that they make firm commitments for the facilities for the full period.

An ABC-TV spokesman said ABC-TV has no policy requiring firm 52-week contracts, but that in the case of filmed programs where the network must commit itself for 52 weeks, including re-runs, the network of necessity must insist upon firm 52-week contracts from the advertiser. Since ABC-TV is a large user of filmed shows, he added, it was understandable that the network insisted on a 52-week agreement in many cases (26 were cited by ANA).

In the case of live programs, the spokesman said, ABC-TV does not insist upon a commitment of this length. But he noted that from the advertiser's standpoint a 52-week contract is advantageous because of the discount structure.

An NBC-TV spokesman said that network would have no comment before Friday.

ICNA-Sponsored 'Salute to Security' To Be Special on NBC 'Nightline'

INSURANCE Cos. of North America will sponsor "Salute to Security" Sept. 4 as a special one-time feature on NBC's *Night line* (Mon.-Thurs. 8:30-10 p.m.), according to Matthew J. Culligan, vice president in charge of NBC. "Salute to Security" will be presented in the 8:30-9 p.m. segment. It will be the first *Nightline* "special" to be broadcast and is a new feature of the show to be based on a variety of themes, according to Mr. Culligan.

"Salute to Security" will mark the 150th anniversary of the appointment of the first agent in the U. S. authorized to do business in a location away from the home office of an insurance company. The program will originate from the auditorium of Transylvania College, Lexington, Ky.

Mr. Culligan said the ICNA purchase "is the harbinger of many programs which large companies will sponsor to celebrate anniversaries, the openings of new plants and other activities in the public relations field. A special radio show has the flexibility, intimacy and economy for most effectively communicating to the public." Agency for Insurance Cos. is N. W. Ayer & Son.

Home Insurance Buys Benny on CBS Radio

AN insurance advertiser has bought a full half-hour program on CBS Radio Sunday night, bringing Jack Benny back to the radio audience in the familiar 7-7:30 period for 52 weeks.

CBS Radio officials last week saw the contract signing of Home Insurance Co. (all types of insurance), New York, effective Sept. 29, as another example of a trend "back" to full program sponsorship (half hours and hours) on network radio.

John Karol, vice president in charge of network sales for CBS Radio, noted that the insurance buy, handled through Albert Frank-Guenther Law, New York, could be considered part of a trend which would "put network radio back where it belongs, with sales concepts that reach beyond slide-rule selling on a strict cost-per-thousand basis. Radio has turned the corner. It has reasserted its tremendous importance as a truly national advertising medium."

The Home Insurance contract, reportedly involving an estimated $750,000 (gross) investment, returns the nighttime Jack Benny program to single-sponsor status for the first time since September 1955 when the sole sponsor of the show was American Tobacco Co. (the firm first sponsored the program in January 1949). Since last fall until early in July, the network has presented recordings of better previous Benny shows but no full-time sponsor bought the series.

The Home Insurance series also will consist of repeat performances of some of "the outstanding Benny material."

CBS Radio now is thinking in terms of possibly building up its Sunday program block with big name shows similarly associated with past years of network radio. In the talking stage is a Bing Crosby show that would be placed in the Sunday night period.

Other full sponsorships of recent sales vintage on CBS Radio cited by Mr. Karol: Miles Labs buying an hour a week of Mon.-Fri. news strips starting Sept. 2; William Wrigley Jr. Co. with two programs, *Howard Miller Show* in the mornings and *Just Entertainment* in the afternoon; Chevrolet Motor Div. of General Motors Corp. (14 weekly five-minute news programs featuring newsmen Robert Trout and Allan Jackson); Chesebrough-Pond's and R. J. Reynolds Tobacco Co. (alternate-day sponsors of *Sports Time*); Philip Morris Inc. (half-hour, Friday night *Country Music Show*) and United Motors Div. of General Motors (*Lowell Thomas and the News*, 15 minutes daily, five days per week.

Much of this trend was traced by Mr. Karol to the Ford Div. $5.5 million package deal made last May [B•T, May 13] and for which clearances are said to be progressing satisfactorily (see story, page 35). That sale, according to Mr. Karol, triggered "the full sponsorship buy that may well mark a high point in network radio's upsurge."

CBS Radio also is making a special sales effort for a contemplated Mon.-Sat. two-hour (8-10 p.m.) block of youth programming for nighttime [B•T, Aug. 12]. The network wants to sell the show to three big-name advertisers for an estimated total of $5-6 million at gross rates.

Other new buys announced by Mr. Karol:

Vick Chemical Co., New York, for 132 "Impact" segments to begin Nov. 15, via Morse International; Dodge Div. of Chrysler Corp. renewal for six additional weeks of the firm's weekly five "Impact" segments, effective Aug. 30, through Grant Adv.; Standard Brands Inc. renewal of a weekly quarter-hour simulcast of *Arthur Godfrey Time*, effective for 52 weeks in September, with an extra quarter-hour every fourth week, through Ted Bates.

Mr. Karol reported that between July 8 and last Thursday, CBS Radio had signed up about $6.2 million (gross) worth of business. He also said that *Arthur Godfrey Time* now is 97% sold and that the remaining alternate-week quarter hour still available soon would be sold to an advertiser.

For the last quarter of the year, CBS Radio expects its business to be 35% ahead of the like period a year ago. Since July 8, 487 new "Impact" segments and 450 daytime serial units have been sold.

Said Mr. Karol: A program sponsor is "entitled to good will generated by top performers and prestige programs, virtues that cannot be bought through purchase of 30-second spot announcements with no program association."

ONE HURDLE CLEARED

NEIL H. McELROY was approved unanimously for confirmation as Secretary of Defense Thursday by the Senate Armed Services Committee. The nomination was sent to the Senate floor where quick confirmation was expected.

Mr. McElroy told the committee he would resign as president of Procter & Gamble Co. after confirmation, receiving a lump-sum payment for past services but retaining stock in the company. He will make stock-ownership adjustments involving conflict of interest. He insisted there was no conspiracy by P&G, Colgate and Lever to control the soap market as alleged in a government anti-trust suit. The government lost in district court but has appealed.

Courtesy Gib Crockett & Washington Star

"I'm clean as a hound's tooth."

IDEAL TOY CORP. ANTES $350,000 IN SHIRLEY TEMPLE-NTA FILM DEAL

- **Toymaker will try repeat of Temple doll after 20-odd years**
- **Lacking: two more co-sponsors of film, station clearances**

TEMPLE TOT TOUTED • *Ideal Toy Corp., N. Y., has signed for one-third sponsorship of four pre-1948 Shirley Temple feature films over NTA Film Network this fall and winter. Agency: Grey Adv., N. Y.*
——B•T, July 29

WHAT might otherwise have been dismissed as just another purchase of tv films by a pre-Christmas advertiser now turns out to be an unusual sponsorship. Reasons:

• It represents by far the largest (in excess of $350,000) outlay for tv in U. S. toy industry history.

• It has necessitated a complete upheaval in an advertiser's manufacturing, marketing and merchandising plans.

• It was triggered by the star of the films who personally solicited advertiser interest.

Last March 13, Benjamin F. Michtom, board chairman of Ideal Toy Corp., received a long-distance telephone call from a Mrs. Charles Alden Black of Atherton, Calif. Mrs. Black, wife of a Stanford Research Institute executive and mother of three, is better known as Shirley Temple, former child movie star. Mrs. Black's original query to Mr. Michtom: Did he remember her?

He did. In fact, Mr. Michtom asked her whether she recalled having sat on the lap of his father, Ideal's founder, Morris Michtom, as he handed her a royalty check for $70,000 (see picture). Mrs. Black hadn't forgotten. "For $70,000," she said, "I'd be most happy to sit on *your* lap, Ben."

Ideal's Mr. Michtom had other reasons for remembering little Rebecca of Sunnybrook Farm. Singlehandedly, one might say, "The Dimple" had saved Ideal from financial ruin in the depression of the thirties. When rival toy companies were folding, she launched several million dolls, personally earned $150,000 royalties and propelled Ideal to the "big time."

But now, Mrs. Black wasn't calling to reminisce. Retired from filmdom since Dec. 16, 1950, she only recently had been convinced after some three years, by lawyer-producer Henry Jaffe, to make what is euphemistically called "a comeback" via a series of NBC-TV fairy tale spectaculars. What's more, National Telefilm Assoc. had just purchased (estimated price: $2 million) a package of 20 old Temple films from 20th Century-Fox. Would it not, mused Mrs. Black, be beneficial to Ideal (not to say Mrs. Black, herself) to revive the Temple doll after some 15 years?

Mr. Michtom replied it most certainly would be. Though sentiment had something to do with it, Ideal was prompted more by cold logic.

Ben Michtom said last week that, at the outset, Ideal merely intended to capitalize on the doll's revival, but as weeks went by, pondered the possibilities of going beyond mere merchandising and into sponsorship.

Earlier this year, Ideal planned to enter 50 top markets with local tv participations, spending at the most $150,000. (It bases its ad budget on 3% of gross sales, last year pegged at $20 million.) Considering the expense of retooling its operations to accommodate manufacture of the new doll —estimated at $100,000 for dies, wigs, boxes, clothing and miscellaneous machinery —it was deemed important enough to warrant sponsorship. Ideal canceled the 50-market spot campaign and instead ordered 63 markets out of NTA's 110-station lineup.

The four films (chosen by NTA out of 20 possible movies) will cost Ideal a total of $172,000 time and product (predicated on $43,000 per one-third sponsorship per film). Promotion (media and in-store selling aids) will take another $11,000. Commercials to be produced by Grey Adv. probably will cost more than $30,000. Another $12,000 has been allocated for local station breaks; $50,000 will be spent on a 62-station NBC-TV lineup for the annual Macy's Thanksgiving Day parade (which Ideal will co-sponsor Nov. 28 with Sweets Co. of America). Local retailer-co-op promotions (broadcasting and print media) probably will account for another $75,000. NTA reportedly has set aside a station promotion budget of $10,000 per sponsor (it is seeking three, has signed one), and the stations themselves expect to reap additional funds —undetermined at this time—from local dealer adjacencies.

Ideal, number two toy manufacturer in the industry, thus is prepared to spend well over half a million dollars just on one doll. (Louis Marx & Co., the nation's leading toy manufacturer, said Thursday it does no advertising.) According to Ideal's advertising director, Melvin Helitzer, "We're putting an awful lot of eggs in one basket." But Ideal expects to hatch a golden chick. (It has had good practice at this sort of hatching. In 1902, it successfully solicited Pres. Theodore Roosevelt's blessings and for the next 50 years, reaped a gold mine from the Teddy Bear. Tv merchandising tie-ins, made Little Miss Revlon, Howdy Doody, Capt. Kangaroo, Rin Tin Tin, Mighty Mouse and even *Dragnet's* Joe Friday names to be reckoned with in the romper room. It expects to do the same with 1957's Shirley Temple Doll, to be made out of unbreakable vinyl, saran and nylon —all names unheard of in 1933.)

Mr. Michtom isn't the only one who hopes to hatch a golden egg. So does Mrs. Black, who stands to earn 5% of the gross on Temple doll sales, a possible $125,000 in royalties.

Ideal's exposure will occur just about every other week starting Oct. 20. That day, "Rebecca of Sunnybrook Farm" will launch the series, to be followed Nov. 3 with "Capt. January," Nov. 17 with "Wee Willie Winkie," Nov. 28 with the Macy parade, and Dec. 8 with "Heidi." Ideal will get additional mileage out of the Jaffe-Temple-Screen Gems NBC-TV series in 1958, although these fairy tales are to be sponsored by Sealtest ice cream, Breck shampoos and Hill Bros. coffee.

Although Grey's supervisor on the Ideal account, David L. Rand, estimates a 12 million audience per film ("more people in one showing than saw each film during its entire record breaking years in the movies"), and although NTA Network's vice president and general manager, Raymond E. Nelson (a former TvB executive), looks for a good rating, all is not "peaches and cream."

For one, NTA hasn't sold the other two one-third sponsorships. Secondly, the network apparently is having trouble clearing time on the 63 stations. NTA has been look-

TWENTY YEARS AGO *Shirley Temple sat on the knee of Morris Michtom, founder of Ideal Toy Corp., after he had given her a $70,000 royalty check for the Shirley Temple Doll. She now is looking forward to more royalties, this time dealing with Benjamin F. Michtom (above), son of the founder and now Ideal board chairman.*

ing for other advertisers for over a month and would prefer sponsors whose peak selling seasons occur in the last quarter of the year. NTA has alerted "practically all" advertisers and agencies to this "hot property" and declared that the July 25 San Francisco press conference where Mrs. Black popped out of retirement "was second only in attendance to Ike's the last time he was out this way."

Should NTA attract one or two advertisers to share the Temple shows with Ideal —advertisers who might want to go "all the way," namely, 110 markets, or at least beyond Ideal's 63—there's a good chance Ideal will increase its lineup to go as high as 80. This would mean stretching Ideal's budget farther than it would like to. Conversely, should NTA not succeed in finding co-sponsors, the stations might be inclined to turn a cold shoulder, passing up their share of $172,000 (as against $516,000 for three advertisers) in favor of a thicker slice of NBC-CBS-ABC revenue.

This, in turn, leads to another complication—that of clearances.

A substantial number of the NTA stations ordered hold other affiliations, and have expressed the desire to pick off the fruits of Sunday afternoon network programming between 4 and 6:30 p.m., for example, NBC-TV's *Wide Wide World* and *Omnibus* or CBS-TV's *Seven Lively Arts*. Ideal has agreed to let some of the stations air the package earlier in the afternoon, but is somewhat unhappy over the plans of some stations to show the films after the Saturday afternoon football games. Mr. Helitzer would not comment: "We are very hopeful of getting what we want when we want it."

Ideal also is hopeful of proving Miss Temple wrong. She stoutly maintains at the age of 29 that America doesn't want—or need—another child star ("I feel I was a Depression baby. . . . It was the right time for a child. People were looking for something to put their faith in, me and Rin Tin Tin.") Ideal is not just promoting old films and new dolls; it also is searching for talent. Ideal shortly will launch a nationwide talent contest, looking for a youngster who most resembles the old Shirley Temple. The winner will be flown out to Hollywood with family, courtesy of TWA, to receive a screen test and whatever other riches the sponsors and film colony can come up with.

On another front, Ideal is contemplating effecting a contract with a recording firm which would produce one of two types of albums: (a) film soundtrack featuring the old Shirley Temple singing songs from the films she made famous or (b) the new Shirley Temple singing the same songs to her three children, 9-year-old Susan, 5-year-old Charlie and 3-year-old Lori.

Greist H&G Chairman; Others Also Promoted

A REALIGNMENT of top-level executives at Hicks & Greist, New York and Los Angeles, was revealed late Thursday by Harold Greist, agency president who now becomes board chairman. The internal reorganization affects the following:

- Charles V. Skoog Jr., 10-year H&G veteran, who assumes the agency's presidency from Mr. Greist.
- Harry L. Hicks Jr., son of co-founder H. Leslie Hicks (retired two years ago and now vice chairman of the board), who moves up from account supervisor to executive vice president.
- Kenneth A. Hamilton, group supervisor and director of the agency's industrial division, who becomes vice president and treasurer.

Harold Breitner, an account executive and group supervisor, continues as vice president and secretary and Theodore J. Grunewald continues as a vice president and radio-tv director.

Mr. Greist, in a staff memorandum circulated within the agency a fortnight ago, indicated that the stewardship would now rest "entirely in the hands of its younger men. The election of a new president is implicit recognition of a transition that Mr. Hicks and I have planned over the past several years. For it is only proper that authority and responsibility be given to you who are building for the years to come."

Mr. Skoog, 40, has been with H&G since 1947. He began as a copywriter, moving up to copy supervisor, account executive, merchandising director and group supervisor. He has been concerned principally the past year or two with the Taylor-Reed Corp. Sweets account. Mr. Hicks has been with the agency 11 years serving in all departments; Mr. Breitner for three years; Mr. Hamilton for 12, and Mr. Grunewald four. Mr. Grunewald had served for seven years previously with the William Esty Co. and Doyle Dane Bernbach, both New York.

The agency, incorporated in 1942 by Messrs. Hicks and Greist, for 10 years previously existed as the New York office of Moser & Cotins Inc., Utica, N. Y., which recently has been merged with the Rumrill Co., Rochester, N. Y. Hicks & Greist presently bills approximately $7 million annually, with radio-tv accounting for $2.4 million. Staffed by 60 people, the agency is split into two distinct sections, general clientele and industrial. Broadcast advertisers include Walter H. Johnson Candy Co. (Powerhouse, etc.); Sandura Co. floor coverings, Stahl-Meyer Inc. meats, and Taylor-Reed. The industrial division lists, among others, ACF Industries, Lewyt Mfg. Co. and General Cable Co.

TAIL WAGS DOG

A WELL-KNOWN advertiser which recently signed for a television program in the Midwest has narrowly avoided advertising a product that hadn't been distributed in that market. The advertiser: Taylor-Reed Corp., manufacturer of Cocoa-Marsh and other sweets. The program: Dr. Frances Horwich's *Ding Dong School*, the first to be aired via the facilities of Sylvester L. Weaver Jr.'s Program Service organization—and on WGN-TV in Chicago.

According to reports received in New York last week, the name of Miss Frances, whose show formerly was on NBC-TV, is causing a considerable stir in Chicago—so much so, in fact, that it saved the day for Taylor-Reed. It was reported that after Hicks & Greist, New York, Taylor-Reed's agency, had signed for four participations a week on *Ding Dong*, someone discovered Cocoa-Marsh had no distribution in Chicago.

Over a period of 10 days that ended last Wednesday, the agency teamed up with the client to do some fast selling. But it wasn't necessary. Word was that Miss Frances' name opens up doors left and right, with the result that now Cocoa-Marsh claims it has up to 70% distribution in Chicago.

3 Clients Buy $2.3 Million In NBC-TV Daytime Periods

DAYTIME sales at NBC-TV continued to climb last week as Lanolin Plus Inc. and Pharmaco Inc. ordered new advertising schedules and Chesebrough-Pond's Inc. ordered additional periods, all totaling $2.3 million in gross billings, according to William R. Goodheart Jr., vice president of television network sales for NBC.

Lanolin Plus has ordered seven alternate Monday and six alternate Wednesday 11:15-30 a.m. segments of *The Price is Right* (Mon.-Fri. 11-11:30 p.m.); seven alternate Monday 4-4:15 p.m. segments of *Queen for a Day* (Mon.-Fri. 4-4:45 p.m.) and six alternate Wednesday 2:45-3 p.m. segments of *Bride and Groom* (Mon.-Fri., 2:30-3 p.m.). The Monday sponsorships will start Sept. 9 and the Wednesday sponsorships will start Sept. 18. Agency is Kastor, Farrell, Chesley & Clifford, New York.

Pharmaco has ordered the first quarter-hour segment of *It Could Be You* (Mon.-Fri. 12:30-1 p.m.) and the second quarter-hour segment of *Comedy Time* (Mon.-Fri. 5-5:30 p.m.) both on alternate Mondays over a 26-week period starting Oct. 7. Agency is Doherty, Clifford, Steers & Shenfield, New York.

Chesebrough-Pond's Inc. for its Pond's products has ordered 13 alternate Tuesday segments of the following programs starting Oct. 29: *The Price is Right* from 11:15-11:30 a.m.; *It Could Be You* from 12:30-12:45 p.m.; participations in *NBC Matinee Theatre* (Mon.-Fri. 3-4 p.m.) and *Comedy Time* from 5-5:15 p.m. Agency is J. Walter Thompson Co., New York.

CBS Radio Clearances High for Ford Package

FORD Div.'s $5.5 million package buy on CBS Radio that starts Sept. 2 [B•T, May 13 *et seq.*] is ready to roll, according to network officials.

CBS Radio executives claim that percentages of station clearances are "up in the nineties" for the package that will program 4 hours, 40 minutes per week for 52 weeks.

In addition, the network, along with J. Walter Thompson Co., agency for the Ford Div., has been preparing a merchandising drive that will promote the Ford programs to dealers throughout the U. S. Theme will be built around "Ford Roadshows."

Reports have varied as to the purported ease of station clearances for the Ford buy. Only a few weeks ago top executives at CBS Radio, including President Arthur Hull Hayes and Sales Vice President John Karol and JWT Media Director Arthur Porter among others were reported to have been pressed into "missionary" service in a move to bolster clearances [CLOSED CIRCUIT, Aug. 5].

But last week, while CBS Radio officials narrowed clearance percentages to the 90% level, it was admitted that in certain markets portions of the Ford schedule were placed with non-CBS affiliated stations. These were cases in which network affiliates could not clear time for the whole package. About a "half-dozen" stations were said to have been involved.

It also was revealed that the Arthur Godfrey portion (Monday-Friday, 5:05-5:30 p.m. on weekdays) will start later in the month (Sept. 16) to accommodate Mr. Godfrey's vacation plans. All of the other programming, however, which includes Bing Crosby and Rosemary Clooney for five minutes daily in the early morning on weekdays and six five-minute programs at various times on weekends (two on Saturday and four on Sunday); *Murrow With The News* 7:45-8 p.m., Monday-Friday and the 8-8:05 a.m. segment of the 15-minute *World News Roundup* also weekdays, is set for Sept. 2.

Still undecided is a "Voice of Ford" for the Ford Div.'s year-long radio programming. This spot would be filled by a well-known and authorative radio voice who would act as Ford's personal radio salesman.

Aldrich Signs FTC Consent Order

ALDRICH Manufacturing Co., Great Neck, N. Y., has signed a Federal Trade Commission consent order agreeing not to represent that its attachment for television sets simulates color tv.

Aldrich was one of three cited in FTC complaints last spring [B•T, April 22] and others subsequently were named. The Long Island firm also has said it will not claim its product eliminates glare and "snow" from the tv picture, eliminates eyestrain and headaches and that it will not burn. The consent agreement does not constitute an admission by Aldrich that it has violated the law.

LATEST RATINGS

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for August 1-7

Rank		Rating
1.	*What's My Line?*	26.3
2.	*G.E. Theatre*	18.1
3.	*Alfred Hitchcock*	18.0
4.	*Gunsmoke*	17.6
5.	*Twenty-One*	17.6
6.	*Richard Diamond*	17.5
7.	*Studio One*	17.4
8.	*$64,000 Challenge*	17.3
9.	*Arthur Murray Party*	17.2
10.	*$64,000 Question*	16.4

NOTE: The above ratings are based on one live broadcast during week of Aug. 1-7, 1957.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

G.E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Alfred Hitchcock (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Arthur Murray Party (NBC-103): Bristol-Myers (Y&R), Mon. 9:30-10 p.m.

Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Studio One Summer Theatre (CBS-100): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

What's My Line? (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

NIELSEN

TOP NETWORK RADIO PROGRAMS

Radio Report for July 1-13

TOTAL AUDIENCE
Number of Homes (000)*

Rank		Rating
Evening, Once-A-Week (Average)		(337)
1.	*Jack Benny*	1,011
2.	*Great Gildersleeve*	915
3.	*Gunsmoke* (Gen. Mills—Sun.)	915
4.	*Gunsmoke* (Dodge—Sun.)	867
5.	*Robert Trout—News*	867
6.	*FBI in Peace & War*	819
7.	*Monitor*	722
8.	*People Are Funny*	674
9.	*Gunsmoke* (Sterling)	674
10.	*Cavalcade of Sports*	626
Evening, Multi-Weekly (Average)		(482)
1.	*One Man's Family*	1,011
2.	*News Of The World*	867
3.	*Amos 'n' Andy*	770
Weekday (Average)		(819)
1.	*All Star Baseball Game*	1,974
2.	*Helen Trent*—(2nd Half)	1,204
3.	*Ma Perkins*—(1st Half)	1,204
4.	*Our Gal Sunday*—(2nd Half)	1,204
5.	*Wendy Warren*	1,156
6.	*Young Dr. Malone* (2nd Half)	1,156
7.	*2nd Mrs. Burton*—(1st Half)	1,156
8.	*Ma Perkins*—(2nd Half)	1,156
9.	*Nora Drake*	1,156
10.	*Young Dr. Malone* (1st Half)	1,156
Day, Sunday (Average)		(337)
1.	*Woolworth Hour*	915
2.	*Johnny Dollar*	867
3.	*Robert Trout—News*	722
Day, Saturday (Average)		(433)
1.	*Gunsmoke* (Gen. Mills)	963
2.	*Farm News*	915
3.	*Gunsmoke* (Dodge)	867

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball Game (NBC-191): Gillette (Maxon), July 9, 2:15 p.m. to conclusion.

Amos 'n' Andy Music Hall (CBS-174): Cowles (M-E) and others, Mon.-Fri. 7-7:45 p.m., Sat. 12:05-12:30 p.m.

Jack Benny (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.

Cavalcade of Sports (NBC-186): Gillette (Maxon), Fri. 10 p.m.—conclusion.

Farm News (CBS-199): P. Lorillard (Y&R), Sat. 9:30-9:45 a.m.

FBI In Peace and War (CBS-183): sustaining, Sun. 6:10-6:30 p.m.

Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.

Gunsmoke (CBS-200): Dodge (Grant), General Mills (D-F-S) and others, Sat. 12:30 p.m., Sun. 6:30 p.m.

Helen Trent (CBS-193): Lever Bros. (K&E), Scott (JWT) and others. Mon.-Fri. 12:30-12:45 p.m.

Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30 p.m.

Ma Perkins (CBS-194): Lever Bros. (K&E), Lipton (Y&R) and others, Mon.-Fri. 1:15-1:30 p.m.

Monitor (NBC-186): participating sponsors, NBC weekend service.

News of the World (NBC-169): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Nora Drake (CBS-183): Scott (JWT) and others, Mon.-Fri. 1-1:15 p.m.

One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 2:30-2:45 p.m.

Our Gal Sunday (CBS-194): Scott (JWT) and others, Mon.-Fri. 12:45-1 p.m.

People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.

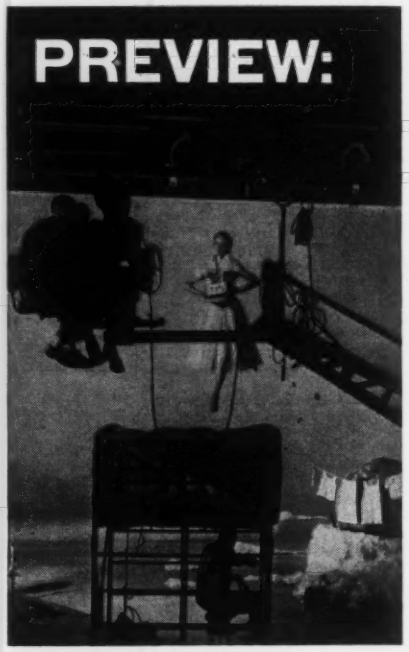
Second Mrs. Burton (CBS-197): participating sponsors, Mon.-Fri. 2:15-2:30 p.m.

Robert Trout (CBS-193): General Motors (C-E), Sun. 5 p.m. & 6:55 p.m.

Wendy Warren (CBS-172): participating sponsors, Mon.-Fri. 12 noon-12:15 p.m.

Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.

Young Dr. Malone (CBS-190): Scott (JWT), Lever Bros. (K&E) and others, Mon.-Fri. 1:30-1:45 p.m



P&G GOES INTO CLOUDS FOR NEW DASH COMMERCIALS

PROCTER & GAMBLE's low sudser, Dash, on the market since July 1, 1955, literally will be up in the clouds on tv beginning next Sunday. A set of three filmed commercials (production cost for all three estimated to be under $25,000) will receive its first air exposure on P&G network tv shows (daytime programs) which feature Dash, among other products.

The commercials later will be trimmed in length and used also for spot tv. P&G billed an estimated $1,693,880 in spot tv for the Dash brand among its product family in 1956, according to Television Bureau of Advertising's data, computed before discounts of any kind.

The films were shot in one day in early July at MGM-TV's huge Culver City, Calif., studios. Three days were used in setting up the sound stage, assembling crews, rehearsal, etc. Production was supervised by Executive Producer Russell Ford of the Compton Adv. agency (New York), which handles Dash.

Each commercial runs 1 minute 15 seconds. Before the action was filmed, jingles prepared by Compton's New York office were recorded and the subsequent filming synchronized. In the audio portion, a 19-piece orchestra, four singers and an announcer took part.

In the commercials, the client and agency attempted to achieve an impressionistic view of the actresses, washing machines (the low sudser Dash is for automatic washers), clotheslines and the package itself without cluttering up the picture with unnecessary scenery.

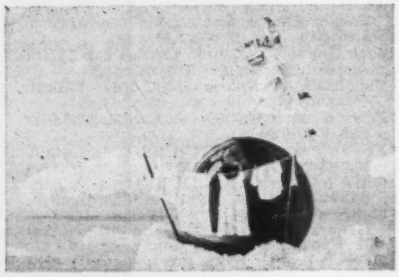
Result: the producers "floated" the commercial by having the actress "fly" around the 75-foot stage by wires, a la Peter Pan. The commercials are labeled, "Nancy," "Clouds" and "Tale of Two Women." All use the basic theme of Dash coming to the rescue for bogged-down automatic washers, providing fewer suds but turning out cleaner and whiter clothes.

Network shows in which the Dash commercials will participate: *Queen for a Day* (NBC-TV), *As the World Turns* (CBS-TV) and *Guiding Light* (CBS-TV).

In the "Clouds" commercial, dancer Larri Thomas seems to dance in space (or walk on air) as she receives her new automatic washer. But, as the sound effects tell plainly, the washer breaks down and clothes come out rather dingy-looking. The commercial then switches to a similar sequence in which the girl uses Dash and stays up in the "clouds."

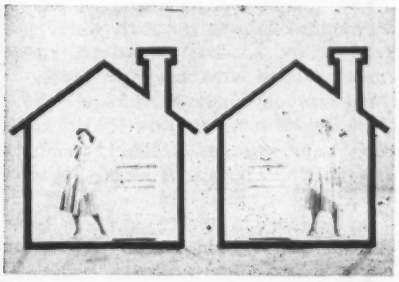
In the "Nancy" commercial, the young lady sits cross-legged on top of a "world." Actually used was an inflated balloon painted to look like a globe. When her automatic breaks down, the "world" deflates. Again Dash to the rescue.

The third version, "Tale of Two Women," tells about two women who receive automatic washers, one using a product that chokes up the machine, the other, of course, happy and "carefree" with Dash. In this commercial, the two housewives are seen in light limbo with line wipe outlining the separate houses in which they live. All of the commercials make liberal use of luminous effects with halo lights around the word "Dash," on clothes (to show cleanliness), to outline the sides and bottom of the automatic's agitator and to wipe on the low suds line.



"NANCY": Dash in hand, she leaps on top of the world.

"CLOUDS": High in the sky, she holds a box of Dash.



"TALE OF TWO WOMEN": One happy, one dejected.

Radio Credited with Beer Success

IRVING TRACHTENBERG, Radio Advertising Bureau national account executive, told some 500 sales representatives at the annual Rheingold sales convention in New York that "upwards of 100 million radio impressions weekly . . . scheduled on a saturation basis of 52 weeks annually constitutes a fundamental reason for the current sales success of Liebmann Breweries' Rheingold beer."

Rheingold's emphasis on saturation and repetition in its radio campaign through use of a steady flow of spot announcements and programs, is a major factor in the product's popularity, he reiterated. As a result of this repetition, "each sightless radio message conjures in the minds of the listeners the total Rheingold advertising campaign," he explained.

Barbasol Boosts 'Sal' Campaign

BARBASOL Co., Indianapolis, reported the success of its "Singing Sal" campaign in radio-tv and in print media over the past three months has resulted in an increase in its budget to $500,000 for the coming season, starting this fall. The company, which flourished with its "Singing Sam" commercials on radio years ago, decided to resurrect its approach to sell shaving cream by having "Singin' Sal, the Barbasol Gal" describe the benefit, rather than the painful necessity, of shaving.

A spokesman for Erwin, Wasey & Co., New York, Barbasol's agency, said the budget would be divided about equally between print media and radio-tv, with broadcast media used in 18 to 20 major markets on an in-out basis.

Speaking of COSTS . . .

Results considered, WHO costs less than any possible "economy package" in Iowa:
More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED!*

**Source: 1956 Iowa Radio Audience Survey*

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

Washington, the capital of trade. A city where congressmen, children and businessmen swap stories, toys and products. And of all the trading posts in town, none gives your product greater sales exposure than WTOP Radio. WTOP provides you with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's favorite personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales

Reciprocal Trade

SOURCE: PULSE AVERAGE RATING (6 AM-12 MIDNIGHT, SUN.-SAT.) MAY-JUNE 1966 THROUGH MAR.-APR.

Daytime Schedule on NBC Radio Added to Hotpoint's CBS Buys

HOTPOINT Co., Chicago, is supplementing its major CBS Radio serial and other daytime program buys with a similar schedule on NBC Radio, according to plans announced last week by P. L. Crittenden, national advertising manager.

Radio was chosen for a new 13-week "spot saturation" campaign because the medium is enjoying its "best year," with nearly 126 million receivers in use today, or three times as many as tv sets, Mr. Crittenden emphasized.

Aside from the CBS package of daytime serials, plus the *Robert Q. Lewis* and *Strike It Rich* programs [B•T, Aug. 12], Hotpoint bought NBC Radio's *Monitor* and *Bandstand*, along with *One Man's Family, Pepper Young's Family* and *Five Star Matinee*. (The CBS strip includes *Helen Trent, Our Gal Sunday, Nora Drake, Ma Perkins, Young Dr. Malone* and *The Second Mrs. Burton*. The NBC *Monitor* gives Hotpoint complete weekend coverage.

The overall network radio campaign starts Aug. 19 and is built around the slogan, "Look for that Hotpoint difference," with 60 and 30-second commercials composed and orchestrated by Raymond Scott. They will be staggered between 10 a.m. and 4 p.m., seven days weekly.

A complete line of kitchen, home laundry and tv receiver products will be promoted during the network radio drive, beamed at the women's daytime audience. Hotpoint agencies are Maxon Inc. for white goods and Needham, Louis & Brorby Inc. for television receivers.

Motivation Research Use Gains Almost 100% Among ARF Clients

NO other new advertising technique has come in for as much comment in recent years as "motivation research" or "depth-probing."

Last week, Advertising Research Foundation Inc. made public the results of an ARF survey on MR titled "Status and Opinions of 105 ARF Subscribers on Motivation Research." Its prime conclusion: over the past three years, ARF subscribers turning to MR have increased almost 100%.

Though the respondents (numbering 46 agencies, 32 advertisers and 27 media organizations)—half of those initially queried—feel in the main that MR is useful to them, a number of them indicate that there are "important questions" to be asked in the "areas of validation." Three years ago, ARF says, 30 of the 105 engaged in MR. Over the next two years, 41 had entered the field. Over the last 12 months, this figure came to 57. Agencies, ARF continues, have more MR personnel than both advertisers and media firms combined. The 46 agencies replying maintain 123 MR personnel as against a total of 63 shared almost equally by the advertisers and media groups.

Among the respondents' reservations: (1) clarification is needed between hypotheses and conclusions; (2) enlarge the audience to which MR reports are restricted; (3) simplify MR in techniques and interpretation; (4) to be successful, MR must first be validated in such a way as to "eliminate management skepticism."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 4-10. This is how they spent their time: *

57.1%	(70,296,000)	spent 1,353.2 million hours	WATCHING TELEVISION
56.2%	(69,188,000)	spent 1,033.0 million hours	LISTENING TO RADIO
81.8%	(100,704,000)	spent 422.9 million hours	READING NEWSPAPERS
28.1%	(34,594,000)	spent 164.7 million hours	READING MAGAZINES
22.4%	(27,577,000)	spent 360.3 million hours	WATCHING MOVIES ON TV
49.3%	(60,747,000)	spent 256.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Canada Dry Tv Enthusiasm May Mean Increased Use

CANADA DRY Inc. still is bubbling with enthusiasm for television—commercial and closed circuit. Despite the fact it hasn't been represented on network tv for a considerable time (having been "in network" as far back as 1948, but having concentrated the past few years on spot and syndicated film sponsorship), the firm is thinking of increasing its tv allocations.

Just by how much no one will say at this stage, least of all its agency, J. M. Mathes Inc., New York. It has not yet reached the stage of setting up budgets, but apparently the sponsor is pretty clear about what it would like to purchase in 1958: another syndicated film series in a number of major metropolitan markets. The firm at one time sponsored *Terry and the Pirates* and *Annie Oakley*, but dropped these on a corporate basis (some of its local dealers still carry *Oakley* locally) after it adopted a new copy platform, "a flavor for every taste."

A Mathes official explained that "for years we were known primarily for Canada Dry ginger ale and club soda . . . Now we have a myriad of flavors: grape, orange, Tom Collins, etc." He said that since "tastes vary from market to market" (Buffalo may be "hot" for grape, Omaha for lemon-lime), spot announcements fitted Canada Dry's strategy better than "reeling off a whole list of flavors in one fell swoop."

Canada Dry, which nine years ago turned to closed circuit tv (then in its very infancy) to announce to its sales force that it would sponsor a network program (ABC-TV's *Super Circus*) last week also made known its intention to stage—via TelePrompTer Corp. facilities—a 60-minute closed circuit tv "sales meeting" in 14 cities next month. The hour-long presentations, which will kick off two-day meetings, will be beamed into hotel rooms and will "star" the company's president, Roy W. Moore Jr., as well as four other top officials.

According to Ralph Nims, Canada Dry's marketing vice president, the company felt the "high cost" of closed circuit tv was "outweighed" by its advantages. "For one," he explained, "it will give each of our bottlers in the U. S. the opportunity to hear directly and live the talks of our management and marketing executives who might not otherwise be able to leave their desks for a three-week round of regional meetings. Also, we believe that a dramatic presentation of our advertising and promotional plans from New York will contribute materially . . . to give force to our marketing program in each market."

LAA Sets Training Program For Junior Agency Executives

A JUNIOR executive training program, limited in attendance to persons currently employed in advertising agencies and designed to train personnel in media, production and other agency functions, will begin Oct. 10, according to Lester Harrison, president of League of Advertising Agencies. The courses, to be offered at the Hotel Roosevelt, New York, will be conducted by agency executives and will concentrate on the mechanics of the agency business. Three courses under the supervision of Max Pearlman, chairman of the league, will be offered. They are in production, media and "Bookkeeping in the Advertising Agency." A fee of $25 will be charged.

MIDWEST AGENCIES HIT BY BLAIR 'BLITZ'

SOME 75 advertising agencies have been bombed with John Blair & Co.'s "Spot Radio Blitz" in Chicago the past fortnight —and the results seem to be paying off for spot radio generally as well as the station representative.

The blitz was a followup of Blair's New York campaign—but with important variations deriving from the nature of the midwest market itself and methods of utilizing similar tools [B•T, July 1].

The objective remains the same—emphasizing radio's creative aspects, including commercials, and the three Ps—programming, personalities and promotion. Another objective: to introduce a new sales tool for selling radio—the 45 rpm record player-radio.

Blair's Chicago office, long recognized for its development of new business, decided to blanket as many major agencies as possible during a given week with a special record encompassing personalities and sounds of its station clients. According to Clifford J. Barborka Jr., Blair radio vice president, "we wanted to lay the foundation for future entree at agencies where we felt a creative pitch ultimately would bear fruit for spot radio."

The key weapon of the blitz was a transistor record player which, Blair suggests, is a "tremendous replacement for the tear sheet" because it gives a client's salesman a tool "to pre-sell." It's suggested that all radio stations on any major campaign would furnish a 45 rpm record using each personality on the account. Agency media buyers, on whom Blair-Chicago salesmen concentrate (rather than advertisers themselves), are being supplied with transistor record players.

Says Mr. Barborka: "This is a new weapon in the hands of agencies which definitely advances the selling of radio." Another weapon, from Blair-Chicago's mounting arsenal, is tape for giving the "sounds" of its stations—how commercials are handled, station promotion with jingles, handling of shows and stars.

John Blair & Co. has been using a comprehensive slide presentation integrated with sound to dramatize spot radio. In Chicago, the emphasis has been on sound. "Radio is a sound medium and since we are selling sound, our company is using sound," Mr. Barborka said.

AMONG 75 AGENCIES *hit by Blair's Chicago blitz was McCann-Erickson. Seated (l to r) Howard A. Heller, M-E vice president-media director; Esther Anderson, agency's timebuyer, and George Rapp, Blair radio salesman; standing, Robert J. Brewster (l), M-E vice president, radio-tv chief, and John Cole, chief timebuyer.*

How effective was the Chicago blitz? Very successful, according to Mr. Barborka. In specifics, Blair-Chicago was largely responsible for swinging the Flako Product division of Quaker Oats Co. from print to broadcast media—spot radio. Flako bought the Group Plan, representing about half of an estimated $750,000 outlet [AT DEADLINE, July 29] after Clinton E. Frank heard Blair's presentation.

Five major agencies, including McCann-Erickson Inc., have invited Blair-Chicago back for presentations which, if they bear fruit, would mean about $5 million worth of new business in an area not particularly recognized for its legions of "blue chip" advertisers.

The combination buys of Flako with Tea Council and Marlboro cigarettes (Philip Morris Co.), stemming from this type of sell, have brought $3 million worth of new business to spot radio and enriched the Blair coffers by about $1.3 million for its Group Plan in recent months [CLOSED CIRCUIT, Aug. 5]. Other representative firms also cut in on the Flako melon. Additionally, it's pointed out, groundwork is now laid for swinging other accounts over to spot radio in the months ahead. Mr. Barborka adds:

"I think the success of our efforts here in Chicago is reflected in the fact that we are not only some 80% ahead of last year in billing, but are doing over one-third of John Blair & Co.'s New York billing. . . . The success of our creative efforts here and in our company has produced not only an all-time record billing, but also a volume of sales well above the industry average."

An industry average for combined national radio-tv spot advertising, as compiled by Station Representatives Assn. a couple of years ago, showed generally that New York places 60% and Chicago 16% among all representatives in a composite total.

Mr. Barborka predicts the Chicago office's share of Blair's New York radio billing will project well beyond the present third by fall or early next year because of its creative efforts.

AGENCY APPOINTMENTS

Schenley Import Corp., N. Y., appoints BBDO and Peck Adv Agency, both N. Y., for Dubonnet red and blonde aperitif wines. BBDO will develop radio and tv advertising for both products and Peck will handle Dubonnet advertising in other media.

Knickerbocker Plastics Co. (toy manufacturer), North Hollywood, Calif., names Hixson & Jorgensen, L. A. Heavy fall and pre-Christmas campaign of one-minute tv spots aimed at adult-selling in 19 major markets is planned. Advertising will concentrate initially on electronic vibraphone and electronic bell organ, Knickerbocker's two newest items in toy musical instrument field.

Chance Vought Aircraft Inc., Dallas, appoints Tracy-Locke Co., same city, for its corporate advertising.

Mister Softee (produces and franchises mobile soft ice cream trucks), Philadelphia, appoints Feigenbaum & Wermen, same city. Distribution of Mister Softee ice cream is planned for 26 states east of Mississippi by end of year.

Burry Biscuit Corp., Elizabeth, N. J., appoints Weightman Inc., Philadelphia.

Levering Coffee Co., Baltimore, appoints Applestein, Levinstein & Golnick, same city, to handle advertising for Lord Calvert roasted and instant coffees, Lady Calvert teas and Vesper coffees and teas.

Gooch Food Products, Lincoln, Neb., names Galen E. Broyles Co., Denver and Lincoln.

Aids Inc. (toys and moving picture viewers) appoints Raymond E. Wallace Agency, Palos Verdes, Calif.

THIS IS ALBUQUERQUE

The nation's 90TH MARKET in total retail sales!*

In case you hadn't noticed, Albuquerque, New Mexico is now a *billion dollar market!* It's the fastest-growing major market in the surging Southwest, and ranks 90th in the nation in total retail sales.

Look at these figures: In the metropolitan area alone, population is up to 218,800 (61,400 families) with a spendable income of more than *$372 million.*

In the last year, food sales have increased 64%, drug sales 74% and total retail sales an amazing 62% to a new high of $290,276,000!

And this is just the beginning! Today, business activity in Albuquerque is increasing at a rate *three times above the national average!*

KOB Radio and KOB-TV are the unchallenged, leading media in this young, active-buying market. Powerful KOB, the Southwest's 50,000-watt pioneer station commands the Pulse ratings just as KOB-TV Channel 4, is tops in ARB ratings.

Now under the progressive management of KSTP, Inc., broadcast leaders in Minneapolis-St. Paul, KOB and KOB-TV are your *best buys* in atomic Albuquerque!

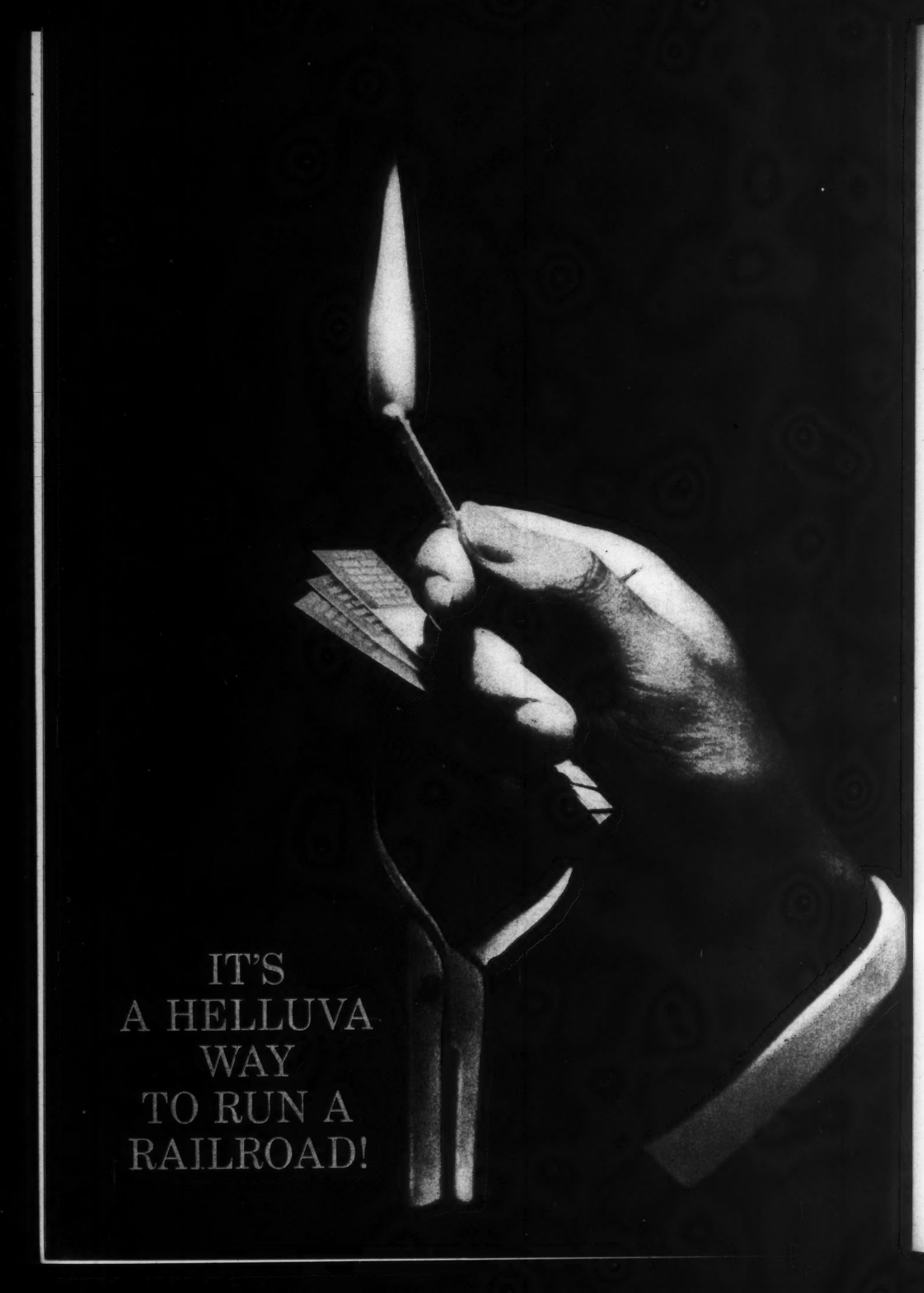
*SALES MANAGEMENT "Survey of Buying Power," May 10, 1957

RADIO
770 K.C.
50,000 WATTS
NBC

KOB

TELEVISION
Channel 4

ALBUQUERQUE, NEW MEXICO
"Serving and Selling the Surging Southwest"
Represented by Edward Petry & Co., Inc.


IT'S
A HELLUVA
WAY
TO RUN A
RAILROAD!

To us, there's only one way to operate a train, and that's to get all the bugs out, *ourselves*,
place it squarely on the tracks, turn on the lights
and let 'er rip on a pre-established course.

Others seem to prefer starting out by putting a blueprint of a caboose before a hypothetical
iron horse,

Then calling in a lot of potential ticket-buyers to suggest ways and means.

But the trouble is, what if some of them insist on square wheels and outside latrines?

That's why, even though our new syndicated series, "Boots and Saddles—the Story of the
Fifth Cavalry," is just now released for sale, we're
already deep into the production of "Union Pacific."*

It's not that we're ambitious to be flamboyantly prolific.

It's simply that "Union Pacific" passed all our own home-grown tests of what makes a fine
show (and show is what we're in the business of)
so we're makin' it.

And mind you, we not only don't have a customer for it, we don't even know when we'll go
looking for one to purchase a stake in it.

The CNP method of running a railroad is to create entertainment and produce it on film at a
pace that's at least steady,

And have it ready to go when the market is ready.

We like to think that over the long haul our ticket-buyers enjoy a ride with all lights showing;

That is, they have a reasonably accurate idea of what they're riding in and also of where
they're going.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

**with apologies to Ogden (Utah)*

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CAVALCADE CONTINUES • Gillette Safety Razor Co., Boston, has renewed its sponsorship of *Gillette Cavalcade of Sports* boxing programs (NBC-TV, NBC Radio Fri. 10 p.m.-conclusion). Contract is for 52 weeks, effective Sept. 6. New contract marks 14th year of Gillette sponsorship of telecasts, covering boxing and other sports during year. Agency: Maxon Inc., N. Y.

MAKING ITS BOW • Ruberoid Co. (building materials), N. Y., makes its broadcasting debut next month with specially designed Ripley *Believe It or Not* set within NBC Radio weekend *Monitor* service. Firm which will spend roughly $50,000 on series, hopes that local dealers will pick up one-minute cut-ins on NBC affiliates to follow *Monitor* segment. Agency: Fuller & Smith & Ross, N. Y.

ROUND-UP • General Mills, Minneapolis, has signed to sponsor world's championship rodeo from Pendleton, Ore., on CBS-TV Sat., Sept. 14, 8-9 p.m. EDT. Agency for General Mills is Tatham-Laird, N. Y.

FIVE A WEEK • Colgate Palmolive Co. (Colgate dental cream), N. Y., preparing television spot announcement campaign using half-dozen midwest markets, starting Sept. 4 for 19 weeks with five spots per week on each station. Agency: Ted Bates & Co., N. Y.

SWEET TALK • American Sugar Refining Co. (Domino sugar), N. Y., planning spot television campaign starting mid-September and running 15 weeks, using daytime minutes and chain breaks. Ted Bates & Co., N. Y., is agency.

HARTZ ON ABC-TV • Hartz Mountain Products (bird and pet products), N. Y., to sponsor *Paul Winchell and Jerry Mahoney* on ABC-TV (Sun. 4:30-5 p.m.). Agency: George H. Hartman Co., N. Y.

TRAIN RIDE • Drackett Co. (Drano, Windex), Cincinnati, Ohio, understood to be considering sponsoring part of *Wagon Train* on NBC-TV in fall (Wed., 7:30-8:30 p.m.). Agency, Young & Rubicam, N. Y., and network are reportedly continuing negotiations this week.

SEARCH STILL ON • J. H. Filbert Inc., Baltimore, for Mrs. Filbert's margarine, reportedly is still looking at availabilities to complete 40-market radio schedule that will coincide with 40-market tv campaign starting Aug. 20 both running 10 weeks. Tv run will utilize filmed 20-second and one-minute spots and ID's both day and night. Radio primarily will be in form of daytime ET's. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

KESSAMIN CONSIDERING • McKesson & Robbins, Bridgeport, Conn., for Kessamin weight reducing agent, understood to be considering 10-week tv spot campaign in unspecified number of markets effective Sept. 16. Though no buying has been done yet, it's learned that minutes in daytime periods are being considered. Agency is Dancer-Fitzgerald-Sample, N. Y.

BREAKFAST CLUBBERS • Ekco Products Co. (aluminum ware), Chicago, has bought four weekly five-minute segments on ABN's *Breakfast Club* effective Sept. 30. Participations on network's serial strip *(My True Story, When A Girl Marries* and *Whispering Streets),* being dropped at end of month. New contract is for 13 weeks. Agency: Dancer-Fitzgerald-Sample Inc., Chicago. International Minerals & Chemicals Corp. (Ac'cent flavor-enhancing product), Chicago, has signed for one five-minute segment per week for four weeks on *Breakfast Club*. Agency (newly appointed), Needham, Louis & Brorby Inc., Chicago.

COMMERCIAL TIME • General Time Corp. (Westclox), through BBDO, has contracted for a schedule of one-minute participation in *Panorama Pacific's* nine-station CBS Television Pacific Network hookup, starting Sept. 5 and continuing for 16 weeks.

MUSIC, NEWS, WEATHER • Chicago Federal Savings & Loan Assn., through Critchfield & Co., Chicago, has signed for programs on three Chicago stations: *Franklyn McCormack Show* (Sun. midnight to 3 a.m.), on WBBM; *Len O'Connor and the News* (daily 7:55-8 a.m.) on WNBQ (TV), and *Harry Campbell and the Weather* (Tues.-Thurs. 6:30-6:35 a.m.) on WLS. All are for 52 weeks.

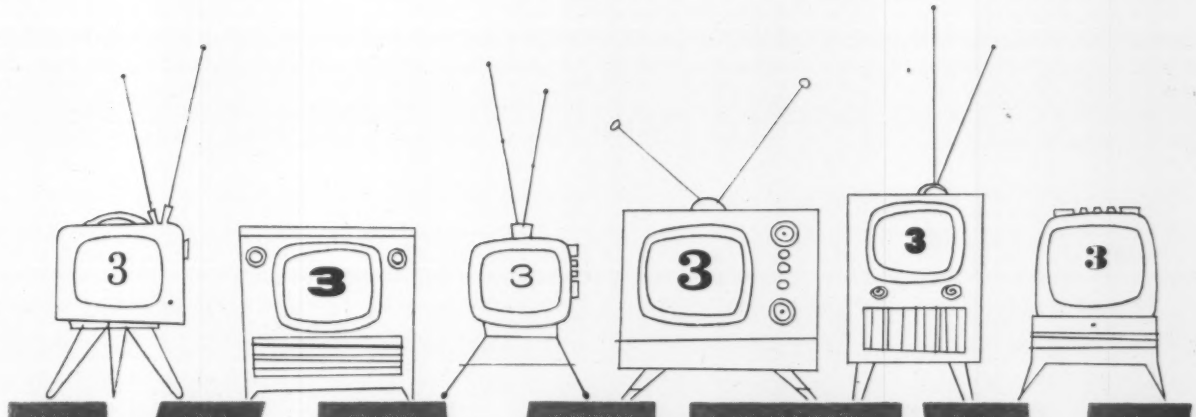
DEALERS' CHOICE • Forty De Soto dealers of Los Angeles and Orange counties have set up special advertising fund and elected advertising committee whose first action was to invite five agencies to make presentations, from which BBDO L. A., was chosen to handle group's account.

CANDY CAMPAIGN • Peter Paul Inc. (Mounds), through Dancer-Fitzgerald-Sample, N. Y., planning 32-week nighttime tv spot campaign via station breaks. Agency declines to specify number of markets.

CANADIAN BUY • G. T. Fulford Co. (children's medicines), Toronto, understood to be launching spot radio campaign beginning in October, using more than 20 Canadian stations. Agency: Street & Finney, N. Y.

ADDS MORE POWER • Chas. B. Knox Gelatine Co., Johnstown, N. Y., will supplement its purchase of CBS Radio daytime serial participations with 13-week daytime tv spot campaign beginning Sept. 9. Four to six markets are understood to be involved. Agency: Charles W. Hoyt Co., N. Y.

WAITING to board planes at LaGuardia Field for an on-the-scene look at the tv coverage of WFBG-TV Altoona-Johnstown, Pa., are research executives of several New York firms. A three-plane convoy was used to transport the participants from New York to Johnstown. Passengers are (l to r) William Fallon, N. W. Ayer & Son; Warren Stewart, McCann-Erickson; Mrs. Betty Leckner, Benton & Bowles; Mrs. Betty Hoder, Dancer-Fitzgerald-Sample; Lucien Chimene, J. Walter Thompson; Marvin Antonowsky, Kenyon & Eckhardt; Don Ross, Sullivan, Stauffer, Colwell & Bayles; Carolyn Posa, BBDO; Ward Dorrell, Blair-Tv; Roger W. Clipp, Triangle Radio-Tv; Otto Ohland, Blair-Tv; Bob Gruskay, Ted Bates & Co.; Jim Ducey, Cunningham & Walsh; Bill Vernon, Blair-Tv; Edward Benedict and John D. Scheuer Jr., Triangle Radio-Tv.



KMTV

OMAHA

SERVES MORE TELEVISION HOMES

*than any other station in Nebraska, Iowa and Kansas**

Powerful programming, live and film, network and local . . . creative promotion and merchandising support . . . low Channel 3, flat terrain . . . all make KMTV the "BUY-word" in 84 counties in four states . . . a market of over $2½ billion. Schedule KMTV OMAHA, the station with a reputation for results. Call your Petry man now!

** 1956 N.C.S. No. 2*

COLOR TELEVISION CENTER

NBC-TV

OMAHA • CHANNEL 3

Represented by
EDWARD PETRY & CO., INC.

JUDD L. POLLOCK *(seated, l), president of MPO Television Films Inc., adds his name to that of Mickey Schwarz (seated, r) on the contract which merges MPO and ATV Film Productions, of which Mr. Schwarz was president. Partners in the consolidated firm, which goes by the MPO name, are (standing, l to r) Gerald Kleppel, supervisor of editing services; Gerald Hirschfeld, vice president and director of photography; Marvin Rothenberg, vice president and producer-director, and Arnold Kaiser, secretary-treasurer.*

ATV Film Productions Merges With MPO Television Films

MERGER of MPO Television Films Inc. and ATV Film Productions Inc., both New York, was announced jointly last week by Judd L. Pollock, MPO president, and Mickey Schwarz, ATV president. The company will assume the name of MPO Television Films Inc.

Both companies specialized in the production of tv film commercials and industrial films. An executive of MPO Television said that with ATV's business, MPO expects to bill $3 million in 1957. An undisclosed amount of billings accruing from ATV should place MPO Television Films as "the largest producer" of its kind in the country, he claimed.

The consolidation gives MPO a total of five exclusively owned and operating shooting stages. The MPO production center in Manhattan houses three stages and the former ATV production center in Long Island City, N. Y., contains two.

Mr. Schwarz, who founded ATV in 1953, will continue his activities as a producer-director for MPO. It is expected that virtually all of ATV's personnel will be employed by MPO.

Kraike to Produce 'Trader Horn'

NEW tv film series based on the book *Trader Horn* will be filmed during the next few months in Africa and London for release to tv in the fall of 1958. The series will be produced by Michael Kraike, motion picture producer who holds the tv rights to *Trader Horn,* in association with Gross-Krasne Ltd., English subsidiary of Gross-Krasne Inc., Hollywood tv film production-distribution company. A former producer of feature motion pictures for RKO, Columbia and Universal-International, Mr. Kraike entered tv as producer of the *Ford Theatre* half-hour filmed programs. He organized TCF Television Productions, 20th Century-Fox subsidiary, and was executive producer of the initial TCF series, *My Friend Flicka.*

Caravel Films Sets $1 Million For Mid-Manhattan Film Center

CARAVEL FILMS Inc., New York, has earmarked $1 million for the construction of a new film production center in midtown Manhattan, which will open next month, it was announced last week by David I. Pincus, president. The company has been a producer of industrial and government films 37 years and in recent years has produced tv film commercials.

The center will be located at 20 West End Ave. at 60th St., adjacent to the Lincoln Square development. The 75 feet by 100 feet main stage will be "the largest owned by an independent company in the midtown area," according to Mr. Pincus. The building is planned for expansion, Mr. Pincus said, and the initial investment of about $400,000 will be augmented by at least $600,000 more as additions are erected over a period of years. He said Caravel's current studios in Long Island will be retained until its midtown facilities are able to accommodate its entire client roster.

Mr. Pincus is a past president of the Film Producers Assn. of New York, which currently is engaged in a campaign to keep the film industry in the East. He noted that Caravel's plans to invest $1 million in New York facilities is "an endorsement of New York's special qualifications for producing films that sell, train or convey some other business or public relations message."

KTTV (TV) Wins in NTA Contest; Eleven Other Stations Honored

KTTV (TV) LOS ANGELES last Wednesday was named the first prize winner in the NTA Film Network's "$10,000 Showmanship Contest" for overall promotion of the *Premiere Performance* series of 20th Century-Fox feature films shown on 134 stations.

The contest covered the first 13-week cycle of the series, ending June 30. The winning entry was submitted by Jack O'Mara, director of advertising and promotion for KTTV and Reavis Winckler, director of publicity. Their prize will be a trip to Paris for Mr. and Mrs. Winckler and a trip to Bermuda for Mr. and Mrs. O'Mara.

KLFY-TV Lafayette, La., was given a special award for promotion of a single program in the network series. Avis Moore, promotion manager, will receive a color tv set as her prize. Portable tv sets will be awarded to the promotion managers of the five stations designated as second-place winners. The stations are KPHO-TV Phoenix; KJEO-TV Fresno, Calif.; WTVN-TV Columbus, Ohio; WGLV-TV Easton, Pa., and WREX-TV Rockford, Ill. Polaroid cameras will be given to promotion managers of the five third-place stations: WDSU-TV New Orleans; KOLN-TV Lincoln, Neb.; WJAR-TV Providence; KPIX-TV San Francisco and KSL-TV Salt Lake City.

CBS Tv Film Sales Sells 'Brooks' Series in 5 Cities

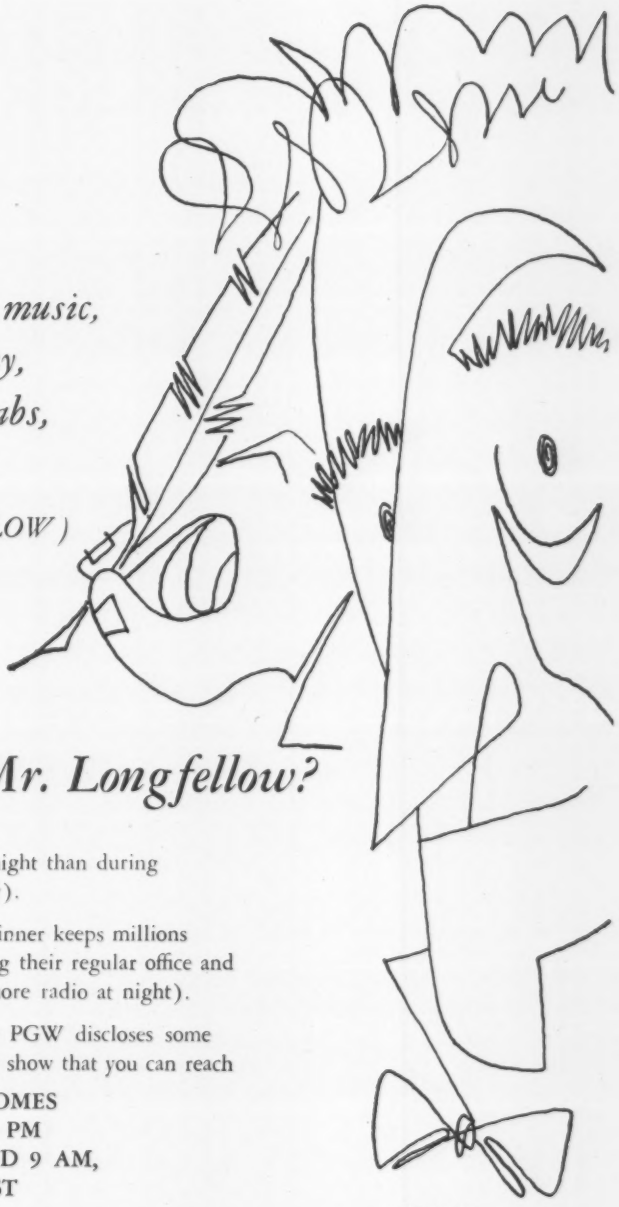
CBS Television Film Sales last week completed the sale in five cities of 130 episodes of *Our Miss Brooks,* just released for syndication, according to Thomas W. Moore, general sales manager. The five markets—WCBS-TV New York, WJBK-TV Detroit, WPFH (TV) Wilmington, KNXT (TV) Los Angeles and WDAU-TV Scranton—represent 28.76% of the total number of sets in the nation. They bought the series 48 hours after it was put on the market, according to Mr. Moore.

Meanwhile, CBS Television Film Sales reported the sale of 12 properties in five foreign countries last week, according to Fred J. Mahlstedt, director of operation and production. Radio Tokyo will be programming *Mighty Mouse, Heckle & Jeckle* and *Whirleybirds.* The Australian Broadcasting Commission will show *The Phil Silvers Show* in Melbourne and Sydney. The Australian Consolidated Press has bought *Airpower* and *Navy Log* for Sydney and *The Melbourne Herald & Weekly Times* has bought these two shows for Melbourne. Hato Rey has bought *See It Now, Under the Sun* and *Terrytoons* for Puerto Rico. Hixpanex, Madrid, has bought *The Whistler* for theatrical distribution in Spain. Radio Caracas, Venezuela, will show *Assignment Foreign Legion,* and Corpa Publicidad, Caracas, has bought *I Love Lucy.* Foreign sales now account for more than 20% of CBS Film Sales gross business, according to Mr. Mahlstedt.

The Gray Ghost, CBS Television Film Sales' Civil War adventure series, has been

"And the night shall be filled with music,
and the cares that infest the day,
shall fold their tents like the Arabs,
and as silently steal away."

(LONGFELLOW)



Were you speaking of Nighttime Spot Radio, *Mr. Longfellow?*

It may be that people are more receptive at night than during the day (as thousands of salesmen will testify).

It may be that preparation of breakfast and dinner keeps millions of women just as busy at those times as during their regular office and factory hours (and that they therefore hear more radio at night).

But *forgetting* such intangibles—a survey by PGW discloses some *tangible* figures that may jar you a little. They show that you can reach

9.6% MORE RADIO HOMES
BETWEEN 6 AND 10 PM
THAN BETWEEN 6:30 AND 9 AM,
AT THE SAME COST

Or, to put it another way, that you may reach

1000 HOMES (6 to 10 PM) FOR .....73 CENTS

1000 HOMES (6:30 to 9 AM) FOR .....80 CENTS

These challenging facts are worthy of your intense interest. Want a copy of the report?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Building
Murray 8-5667

FORT WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

sold in 61 markets including major regions of the North, Mr. Moore announced Tuesday.

Sold in first-run syndication, the sales bulk of the series starting on WBZ-TV Boston Oct. 10, is in such regional buys as Habitant soups for New England; Loblaws, a grocery chain, for Buffalo, Syracuse, Rochester, all New York, and Erie, Pa.; Blue Plate mayonnaise for Louisiana; Foley Dept. Stores for parts of Texas; Colonial Stores for Virginia, North and South Carolina, Alabama and Georgia.

Roach Productions to Offer 375,000 Common Shares at $3

HAL ROACH Productions Inc., Culver City, Calif., plans to sell 375,000 shares of common stock of the company for $3 per share, it was announced last week by Hal Roach Jr., president. The company filed a registration statement with the Securities & Exchange Commission Aug. 8.

When the proposal is approved, Mr. Roach said, Hal Roach Studios becomes the last of the one-man-owned motion picture studios to enter a stock issue. The issuance of stock at this time, Mr. Roach added, will afford his production company "added capital necessary for an accelerated production schedule of new tv film series and the near-capacity activity of the Roach Studios' commercial division, which produces film commercials." S. D. Fuller & Co., New York, heads the underwriting group.

Hal Roach Studios was formed in 1921 as a producer of motion pictures but since 1947 has concentrated exclusively on tv film production. It has produced 37 tv film series over the past 10 years and also has been active in the tv film commercial field. Its tv productions have included *Racket Squad, Public Defender, My Little Margie, Passport to Danger, The Charlie Farrell Show* and *Code 3*. The company has produced four new film programs for the 1957-58 season—*Jacques and Jill, Ben Blue's Brother* and two drama series, still untitled.

TPA Chalks Up More for 'Chan' Sells Four Other Shows Abroad

SALES of Television Programs of America Inc. packages in multiple markets here and abroad were announced Thursday by Michael M. Sillerman, TPA executive vice president. TPA's newest syndicated property, *New Adventures of Charlie Chan*, has been sold in 78 U. S. markets in less than six weeks, he said.

Williams Drug Co. (Prescription 1500 salve), Washington, Ind., though Wallace C. Bruner Inc., Terre Haute, Ind., has bought *Chan* for Cincinnati, Peoria, Kansas City, Toledo, Memphis, Louisville, Fort Wayne, Evansville and Champaign, Ill. Other sponsors newly signed for *Chan* include Coca-Cola Co. for its home market of Atlanta, through McCann-Erickson; Regal Beer in New Orleans through Tracy-Locke Co.; Bowman Biscuit Co. in Denver through Ball & Davidson; Atkinson & Co. (real estate), direct, in Indianapolis. Stations buying series include WCAU-TV Philadelphia, KRCA (TV) Los Angeles, WNAC-TV Boston, WWL-TV New Orleans, WWJ-TV Cleveland, KWK-TV St. Louis and WTVJ (TV) Miami.

TPA's *Mystery Is My Business* was sold to Associated Rediffusion for use throughout Britain, and the French dubbing of Fury has been sold for the French-language network of Canada of CBC-TV starting Nov. 1. Count of Monte Cristo was sold to General Electric Co. for rerun in Puerto Rico through Brown Agency, San Juan. In San Salvador the Spanish version of *Stage 7* will be sponsored by Banco Salvadora and in Venezuela by Corp. Publicitaria.

FILM SALES

ABC Film Syndication, N. Y., reports gross sales on *26 Men,* western tv film series, are nearing $1 million mark, with latest sale to August Wagner Breweries, Columbus, Ohio, for five markets in Ohio and West Virginia.

Guild Films Co., N. Y., reports sale of its *Kingdom of The Seas* underwater series to Arabian American Oil Co. for showing on TVD-TV Dharan, Saudi Arabia, station built by oil company, primarily for entertainment of its personnel.

California National Productions reports first sale of new series, *Boots and Saddles—The Story of the Fifth Cavalry*. WNAC-TV Boston purchased it and may schedule series next month.

Trans-Lux Television Corp., N. Y., reports sale of its Encyclopaedia Britannica Film library to WTAR-TV Norfolk, Va.

RANDOM SHOTS

United Artists Corp. N. Y., declares regular quarterly dividend of 35 cents per common share payable Sept. 27 to stockholders of record Sept. 13.

Sandy Howard Productions, N. Y., tv and film packager, announces purchase of tv and motion picture rights to "What Is a Boy?" and "What Is a Girl?" essays from New England Mutual Life Insurance Co. Production of motion picture short subject is planned for early fall. Contest for typical boy and girl for lead roles is currently being planned with national television show, not yet announced.

STATION VIEWS ON FILM PROMOTION

WHAT kind of promotion do tv stations give syndicated film programs on their telecast schedules? What kind of help do they need—or would they like—from the producer of the program?

To get the answers to those questions and to get them in particular for *O. Henry Playhouse,* Gross-Krasne Inc., Hollywood producer-syndicator of that series, sent a simple questionnaire to the promotion managers of 110 stations which carry those programs. Replies were received from more than half of the stations, although no prizes were offered.

These replies revealed that for syndicated show promotion:

All stations use: On the air promotion spots; local newspaper log-listings (day of show).

Most stations use: Ads in local editions of *TV Guide*; ads in other local tv consumer magazines.

Some stations use: Local newspaper display advertising; gang-up display ads covering top-viewing evening hours; point-of-sale displays, window streamers, counter cards (at sponsor's retail outlets).

Few stations use: Direct mail stuffers (in sponsor's mailings); outdoor advertising; car or bus cards (inside and outside).

Some unusual promotion ideas reported by individual stations include:

Elevator cards and menu ads (WOR-TV New York); bulletins to schools (KTVT [TV] Salt Lake City); on the air "Mystery Man Contest" to identify Thomas Mitchell, star of the series (WBAP-TV Fort Worth); closed-circuit telecast for employes of series' sponsor (KFEQ-TV St. Joseph, Mo.); random telephone calls to several hundred people to invite them to watch the first telecast of the series (KLFY-TV Lafayette, La.); out-size postcard mailing (WFBM-TV Indianapolis, WLOS-TV Asheville, N. C.).

Chief needs of station promotion people from the program producers-distributors, according to the analysis of the replies, are:

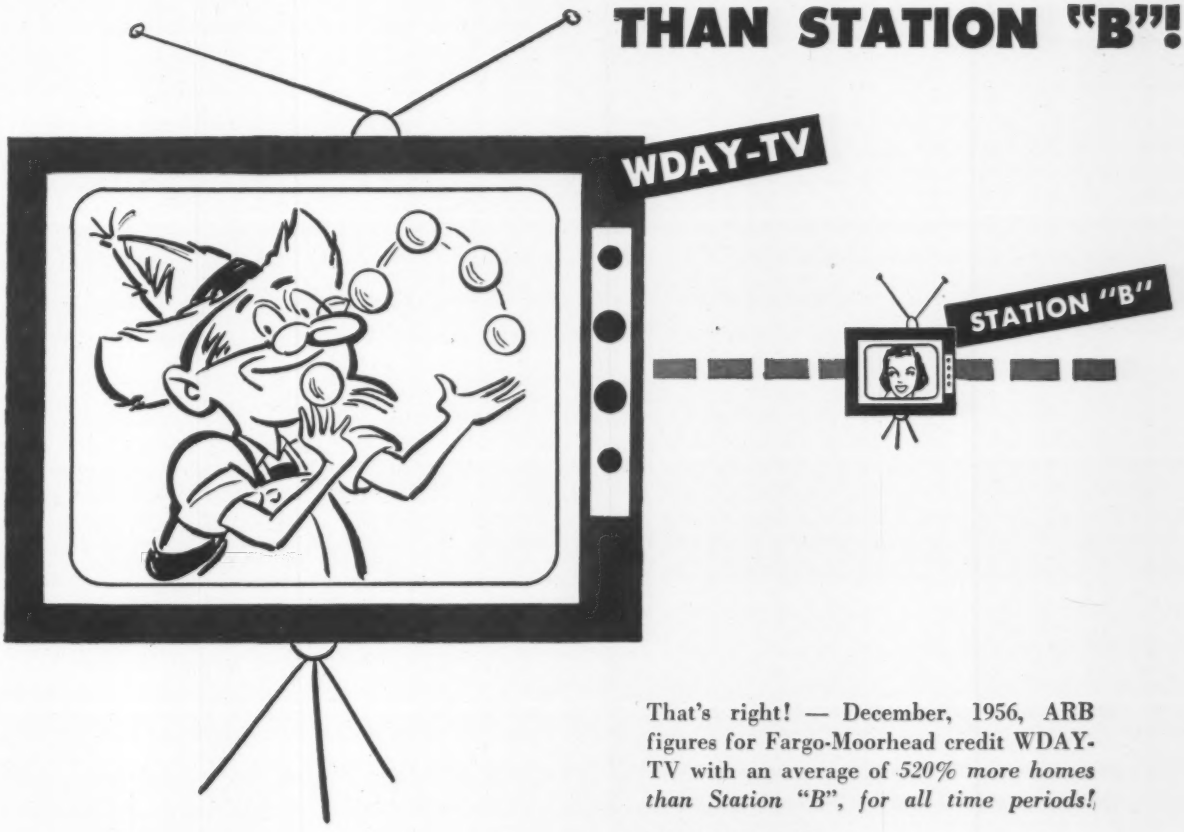
1. 8 x 10 still pictures.
2. Log-listing information, cast lists and short synopses of the programs in the series.
3. Ads ready for use in *TV Guide* with addition of station logo.
4. Stills for use in making slides for use in on the air promotion.
5. Special display materials; counter and window pieces for point-of-sale use by sponsor's retail outlets.

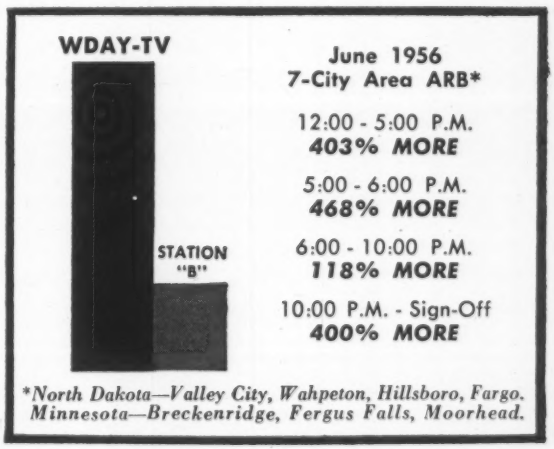
Reading between the lines of a number of the replies, Gross-Krasne gleaned at least one "don't": If the sponsorship of the program on a station is placed through an advertising agency, the producer-distributor should provide the essential information for program promotion to the agency but should not send it completely prepared ads.

Mel Schlank, Gross-Krasne vice president in charge of sales, summed up his company's conclusions this way:

"In our estimation, after a sale has been accomplished, and after the basic sales-aid materials have been forwarded to a station, it is more than just important—it is imperative that a close working relationship be set up between our advertising-promotion people and the station promotion director. The relationship that we are striving for is not unlike the relationship that used to exist in the field of motion picture distribution-exhibition whereby film distributors maintained field representatives whose sole job was to assist threatremen in every way with the exploitation and promotion of a picture."

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





North Dakota—Valley City, Wahpeton, Hillsboro, Fargo. Minnesota—Breckenridge, Fergus Falls, Moorhead.

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JULY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	15.2
2.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	10.6
3.	*Top Plays of '57*	(Scr. Gems)	Tues. 10:30	WRCA-TV	9.9
4.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	8.6
5.	*If You Had a Million*	(MCA-TV)	Sat. 7:00	WCBS-TV	8.0
6.	*Guy Lombardo*	(MCA-TV)	Thurs. 7:00	WRCA-TV	7.4
7.	*Racket Squad*	(ABC Film)	Mon. 9:00	WABD	7.2
8.	*Dr. Christian*	(Ziv)	Mon. 10:30	WABC-TV	6.4
9.	*My Little Margie*	(Official)	Sat. 6:30	WCBS-TV	6.0
9.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	6.0

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	16.3
2.	*Life of Riley*	(NBC Film)	Mon. 8:30	KTTV	13.4
3.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	12.2
4.	*Death Valley Days*	(McC-E)	Sat. 7:00	KRCA	12.0
5.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	11.7
6.	*State Trooper*	(MCA-TV)	Mon. 8:00	KHJ-TV	10.6
7.	*David Niven*	(Official)	Mon. 10:00	KNXT	10.2
8.	*Sheriff of Cochise*	(NTA)	Tues. 9:30	KTTV	9.4
9.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	9.3
10.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	9.1
10.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	9.1

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	14.0
2.	*State Trooper*	(MCA-TV)	Wed. 9:30	WNBQ	13.5
3.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	12.8
4.	*Racket Squad*	(ABC Film)	Tues. 8:30	WGN-TV	11.0
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	10.9
6.	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	10.7
7.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	10.4
8.	*Secret Journal*	(MCA-TV)	Sat. 10:00	WNBQ	10.3
9.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	WBBM-TV	10.1
10.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	9.8

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	16.0
2.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	14.4
3.	*Science Fict. Theatre*	(Ziv)	Sun. 6:00	WMAL-TV	13.4
4.	*Golden Playhouse*	(Official)	Sun. 10:30	WRC-TV	10.9
5.	*Lone Wolf*	(MCA-TV)	Tues. 10:30	WRC-TV	10.4
6.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	9.7
7.	*Sheriff of Cochise*	(NTA)	Mon. 10:30	WRC-TV	9.5
8.	*My Little Margie*	(Official)	Sun. 4:00	WTOP-TV	8.8
9.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	8.6
10.	*Victory At Sea*	(NBC Film)	Sun. 10:30	WMAL-TV	8.3

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	23.6
2.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	16.6
3.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	14.3
4.	*City Detective*	(MCA-TV)	Fri. 10:30	KSTP-TV	14.0
5.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	13.8
6.	*Soldiers of Fort.*	(MCA-TV)	Sun. 5:00	WCCO-TV	12.6
7.	*Racket Squad*	(ABC Film)	Sat. 10:30	KSTP-TV	12.2
8.	*Secret Journal*	(MCA-TV)	Fri. 7:30	KSTP-TV	11.5
9.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	10.3
10.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	10.1

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	32.9
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	25.5
3.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	25.4
4.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	23.7
5.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	21.4
6.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	21.0
7.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	17.8
8.	*Code 3*	(ABC Film)	Sun. 10:00	KING-TV	17.7
9.	*Men of Annapolis*	(Ziv)	Fri. 9:00	KOMO-TV	16.9
10.	*Waterfront*	(MCA-TV)	Fri. 9:00	KTNT	16.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	24.8
2.	*Mr. D. A.*	(Ziv)	Tues. 10:00	KYW-TV	21.0
3.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	19.9
4.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	19.4
5.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	17.2
6.	*State Trooper*	(MCA-TV)	Mon. 10:30	KYW-TV	12.6
7.	*Frontier Doctor*	(H-TV)	Mon. 7:00	KYW-TV	12.3
8.	*Martin Kane*	(Ziv)	Sun. 7:00	KYW-TV	10.9
9.	*Flamingo Theatre*	(Flamingo)	Mon. 9:00	WEWS	10.6
9.	*Soldiers of Fort.*	(MCA-TV)	Tues. 10:30	KYW-TV	10.6
10.	Annie Oakley	(CBS Film)	Sat. 6:30	WJW-TV	9.4

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	16.8
2.	*Ellery Queen*	(TPA)	Sat. 9:30	WAGA-TV	15.8
3.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	14.5
3.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	14.5
4.	*Dr. Christian*	(Ziv)	Wed. 9:30	WSB-TV	14.2
5.	*State Trooper*	(MCA-TV)	Wed. 10:00	WAGA-TV	14.0
6.	*Men of Annapolis*	(Ziv)	Thurs. 10:00	WAGA-TV	13.0
7.	*Code 3*	(ABC Film)	Tues. 10:00	WAGA-TV	13.0
8.	*Badge 714*	(NBC Film)	Mon. 9:30	WSB-TV	12.7
8.	*Soldiers of Fort.*	(MCA-TV)	Mon. 10:00	WAGA-TV	12.7
9.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	12.0
9.	*Waterfront*	(MCA-TV)	Wed. 10:30 & Thurs.	WAGA-TV	12.0
10.	*Martin Kane*	(Ziv)	Mon. 10:30	WAGA-TV	11.2
10.	*Secret Journal*	(MCA-TV)	Fri. 10:00	WSB-TV	11.2

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	39.9
2.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	31.2
3.	*Sheriff of Cochise*	(NTA)	Sat. 10:00	WBNS-TV	29.5
4.	*Frontier Doctor*	(H-TV)	Fri. 9:30	WTVN-TV	27.8
5.	*Death Valley Days*	(McC-E)	Sun. 8:30	WBNS-TV	26.5
6.	*State Trooper*	(MCA-TV)	Mon. 9:30	WTVN-TV	24.6
7.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	21.9
8.	*Man Behind Badge*	(MCA-TV)	Tues. 10:00	WLWC	15.7
9.	*Federal Men*	(MCA-TV)	Thurs. 10:00	WLWC	15.5
9.	*Martin Kane*	(Ziv)	Wed. 10:15	WBNS-TV	15.5
10.	*Waterfront*	(MCA-TV)	Fri. 10:30	WBNS-TV	14.7

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(McC-E)	Fri. 10:30	WNAC-TV	23.7
2.	*Studio 57*	(MCA-TV)	Tues. 10:30	WBZ-TV	17.1
3.	*Federal Men*	(MCA-TV)	Tues. 7:30	WBZ-TV	16.0
3.	*Secret Journal*	(MCA-TV)	Tues. 10:30	WNAC-TV	16.0
3.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	16.0
4.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	15.7
5.	*Whirlybirds*	(CBS Film)	Tues. 7:00	WBZ-TV	15.4
6.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	14.6
7.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	14.3
8.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	13.7
9.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	12.8
10.	*Superman*	(Flamingo)	Fri. 6:30	WNAC-TV	12.7

sales soar

because you reach more

on Detroit's channel

Channel 2 is the No. 1 choice in the 1,700,000 TV homes in Southeastern Michigan, including the big buying power of Metropolitan Detroit and the heavily populated Flint and Port Huron areas. Help yourself to a 9 billion dollar sales potential in the nation's fifth market! Reach 'em best on WJBK-TV.

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

TOP CBS AND LOCAL PROGRAMS

WJBK-TV

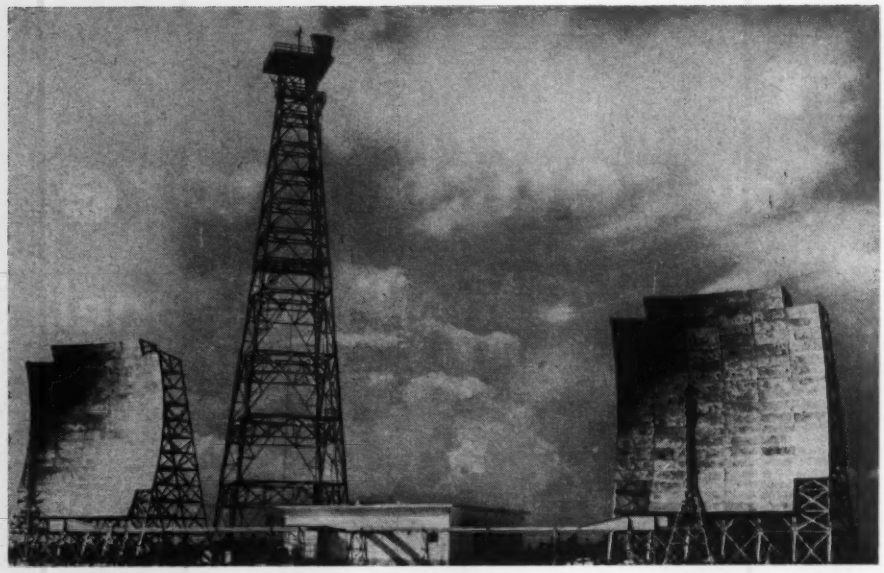
the station that saturates

where buying power concentrates

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y., 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Cal.



THESE TWO *60 sq. ft. reflectors at Florida City, Fla., make it possible for AT&T to bounce tv signals off the troposphere and furnish live programs between the U. S. and Cuba. The system, to become operative by Sept. 12, uses the scatter mode of radio transmission.*

AT&T LINKS U. S. TV WITH CUBA

- **Giant reflectors bounce signals off troposphere**
- **System to span 185 miles of ocean by Sept. 12**

U. S. television network coverage—encompassing virtually all of the United States, and the border segments of Mexico—is on the verge of including its first Latin American country, Cuba.

A 185-mile, over-the-horizon, over water transmission circuit, capable of handling tv programs, was unveiled last Monday in Miami, Fla., by AT&T. The $3 million tropospheric scatter circuit runs from 12 miles south of Florida City, Fla., to Guanabo, Cuba. The system is completed except for a 14 mile microwave link from Guanabo to Havana. This will be finished by Sept. 12, at which time the whole system will become operative.

The system is the first in commercial use in the U. S. It uses the scatter mode of radio transmission, which as recently as five years ago was considered nothing but a useless, propagation phenomenon. In this method, high powered, highly directionalized, vhf and uhf radio waves are aimed at the horizon and minute signals are captured at varying distances through large antennas, amplified to be fed into extremely sensitive receivers.

There are two methods of forward scatter. One uses uhf frequencies, aiming at the troposphere. This gives ranges up to 200-300 miles. The other uses vhf frequencies, aimed at the ionosphere, with working distances up to 1,200-1,500 miles distance.

The AT&T circuit—which links to an IT&T terminal in Cuba—is tropospheric scatter. Two circuits will be in operation—one on 840 mc and the other on 880 mc. At the Florida end of the circuit, a 10 kw Federal transmitter is used, with two 60-ft. square antennas. This radiates 100,000 kw in a narrow directional beam across the Straits of Florida. Each circuit has a potential capable of handling more than 100 telephone voice channels or one video channel. The 300-acre Florida City station is connected to Miami via a one-hop microwave relay. The station is 37 miles south of Miami.

Under AT&T tariff amendments, filed last Monday, the charge for a video transmission from the U. S. to Cuba will be $600 per hour plus $150 for each extra quarter hour—in addition to the regular intercity connections from the originating point to Homestead, Fla. This is based on occasional use, according to AT&T officials, since there is little likelihood that a regular monthly schedule will use this service.

Scatter circuits are being put into use throughout the world, with a number already a year or more old. These, however, are mostly used for narrow band (20 kc) voice and teleprinter circuits.

The video test took place several weeks ago, AT&T officials revealed. A tv program was sent across the water and instantaneously retransmitted back to the Florida station. The test was successful in that the picture was clearly received back in Florida, according to AT&T General Methods Engineer Fred Hollins. But he warned that at the present stage of development, the video picture is adversely affected for short intervals by atmospheric conditions. This takes the form of "rolling" and/or "tearing," it was explained.

Although no orders have been received for tv transmissions, NBC sources indicated that it may pipe the World Series to Cuban stations. CBS officials said they had no firm plans at this time for using the link. ABC executives also said they had no definite plans to use it at this time. A Theatre Network Television spokesman said that it might relay the Sept. 23 Carmen Basilio-Sugar Ray Robinson fight if it can make arrangements with a theatre owner in Havana.

In 1954, NBC and Goar Mestre, Cuban tv broadcaster, teamed up to bring the World Series to the island on an instantaneous basis. An airplane was hired to fly circles midway over the Straits, picking up transmissions from ch. 4 WTVJ (TV) Miami and relaying them to CMQ-TV Havana. During the last three years, kinescopes have been made of the baseball classic at WTVJ (TV) and as each reel was processed, it was flown to Havana for immediate showing over CMQ-TV. It is understood that Cuban viewers saw the baseball games about an hour later than U. S. viewers watching the "live" transmissions.

AT&T made the first move to use scatter for its Florida-Cuba transmissions late in 1954 when it requested permission from the FCC to experiment with this system. Since 1921 it has had cables from the mainland to Cuba, each capable of handling 36 voice circuits. Last June the FCC authorized commercial scatter operation not only to AT&T but also to a private company named Florida Microwave Communications Inc. The grants were conditioned on no interference to tv stations. The frequencies being used are in the upper end of the uhf tv band. There are no stations operating on these bands near the scatter installation.

RCA Names First Executives To Industrial Products Unit

THE first executive posts in RCA's newly formed Industrial Electronic Products organization have been announced by Theodore A. Smith, executive vice president, RCA Industrial Electronic Products. Thompson H. Mitchell, president, RCA Communications Inc. (who continues in this post), was appointed general manager of the new telecommunications division of IEP "which will bring together communications and broadcasting activities of the former RCA commercial electronic products organization with RCA Communications Inc." A. R. Hopkins, formerly manager, commercial electronic marketing department, was advanced to manager, Industrial Electronic Marketing department. IEP was established in June and has responsibility for RCA computer systems, telecommunications systems including RCA Communications Inc., industrial control systems and other commercial products.

Westinghouse Silicon on Market

WESTINGHOUSE Electric Corp. last week announced it now is making available to other manufacturers "the world's purest silicon," for use in solid-state electronic devices including radio-tv equipment. Westinghouse will license other companies to manufacture the new "ultrapure silicon, which now permits large volume production of solid-state devices having two to four times the voltage

In Louisville -

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

RICH *potential...*

RICH Little Rock, Arkansas
RICH a MILLION people
RICH a BILLION spendable income
a 300% increase in retail trade since 1938

RICH *penetration...*

RICH 253,879 TV homes*
6 of the top 10 once-weekly evening shows**
8 of the top 10 multi-weekly evening shows**
RICH 4 local shows listed in the top 10
multi-weekly network and local shows

*en***RICH***ed Sales...*

RICH when you use the only station
RICH that covers the *entire* Little Rock regional market, the only station that gives you the *major* share of audience in a *30-county area all 7 days* of the week. . .

Get the facts from Petry.

ONCE-WEEKLY SHOWS

Perry Como 39.9
Highway Patrol 37.4
George Gobel 34.5
The Ford Show 33.7
You Bet Your Life 33.6
Hit Parade 33.4

MULTI-WEEKLY SHOWS

6:00 News/Weather 19.9
10:00 News/Weather 19.8
Tennessee Ernie 15.9
Autry-Rogers 15.6
Melody Boys 15.5
Queen For A Day 13.0
Price Is Right 11.5
It Could Be You 11.5

KARK·TV
CHANNEL 4 NBC Affiliate

* Television Magazine—August 1957
** ARB Survey—May 1957
30-County Area

Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · BOSTON
LOS ANGELES · SAN FRANCISCO · ST. LOUIS

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY
CINCINNATI, OHIO
THE *L.B. Wilson* STATION
WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

and power handling capacities of those presently in use." Impurity is less than one part in six billion, Westinghouse said. Developments and inventions leading to the production technique were the work of two firms in Germany, supplemented by Westinghouse research.

Paramount Names Hansen-Moller To Board; Heads Chromatic Unit

PARAMOUNT Pictures Corp. last week announced that a well-known Los Angeles investment banker has been added to the board and made chairman of the executive committee of its subsidiary firm, Chromatic Television Labs Inc. Purpose: to "supervise the planning and organizing of Chromatic's facilities to prepare for the impending introduction to the communications field and the public of the Lawrence color television tube."

The selection is Borge Hansen-Moller, member of William R. Staats & Co., Los Angeles investment banking firm, who for the past year has been retained as financial and management advisor for Chromatic. Joining Mr. Hansen-Moller as a member of the Chromatic board is Paramount Pres. Barney Balaban. They bring the subsidiary's board strength to seven. Others on the board include Dr. Ernest O. Lawrence, color tube inventor; H. Rowan Gaither Jr., chairman of the board of the Ford Foundation; Paul Raibourn, vice president of Paramount; Randy Wood, president of Dot Records, and Arthur Israel Jr., Paramount executive.

Mr. Raibourn said, "The widespread acceptance of the Lawrence color system at demonstrations before both domestic and foreign manufacturers and its applicability to highly classified military systems led to the decision to strengthen and augment the company's management and organization."

Magnecord Moves to Tulsa

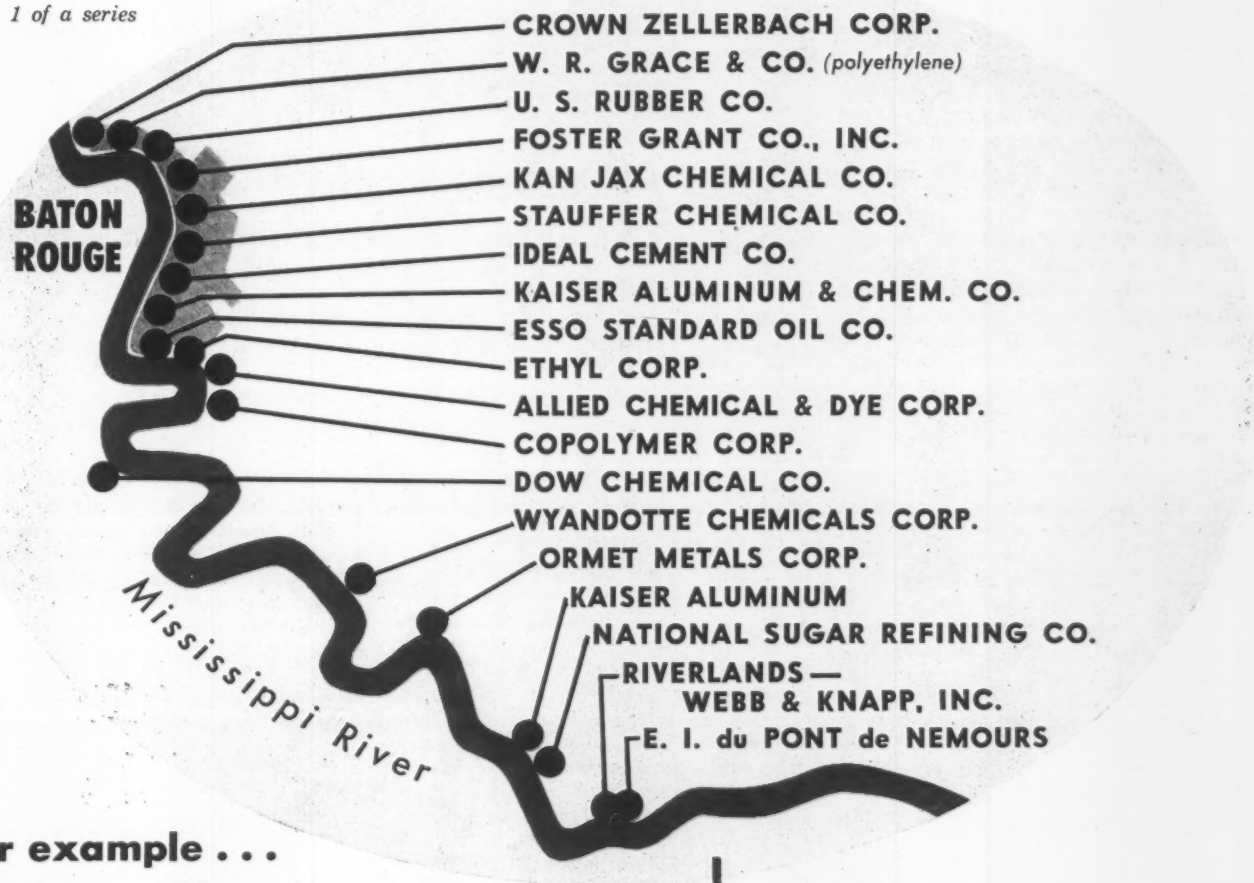
MOVE of Magnecord Div. of Midwestern Instruments Inc., including management and technical personnel, from Chicago to Tulsa has been announced by E. J. Handley, Midwestern senior vice president and Magnecord acting general manager. The company (tape recorders, other products) will maintain a sales office in Chicago. Mr. Handley attributed consolidation in Tulsa to the need to eliminate duplications in factory costs and in engineering, research and development, with prospect of greater earnings.

Midwestern reported a net sales volume of $3,474,000 for the first six months of 1957 compared with $1,691,000 for the same half in 1956. Of the $3.4-million-plus net sales, Magnecord accounted for $488,000. As a result of the Midwestern-Magnecord merger, the new parent firm had a net operating loss carry-over of about $2.5 million available for federal income tax purposes.

The financial report, issued after a Midwestern board of directors meeting in Tulsa Aug. 8, also showed first-half earnings of $474,377.12, or 50 cents per share, compared with $154,659 for the first six months of 1956, or 16 cents a share on the 947,555 shares now outstanding.

BATON ROUGE..America's great new industrial empire!

No. 1 of a series



for example . . .

Kaiser Aluminum produces 30% of America's alumina in Baton Rouge

2,350 workers share a $13 million payroll at Kaiser's Baton Rouge and Gramercy plants, which represent an investment of $140,000,000!

Many of the greatest names in American industry have invested hundreds of millions for new plants in this "empire area" and others are moving in . . . with $254,800,000 in additional plants already scheduled.

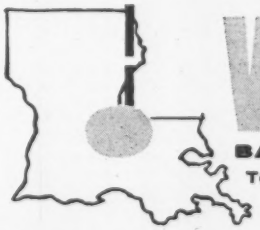
Twelve oil refineries and chemical plants in the city of Baton Rouge *alone* provide a payroll of more than $100 million a year!

Spend more—where there's more to spend

The banks of the Mississippi, above and below Baton Rouge, are the center of today's fabulous petroleum and petrochemical industries. Payrolls are at an all-time high.

Here is spendable income for advertised products . . . and WBRZ is the key to *more* sales at *lower* cost because . . .

"Only Sunshine reaches more homes in this BILLION DOLLAR MARKET!"



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Tower: 1001 ft. Power: 100,000 watts

NBC-ABC

Represented by Hollingbery

Radio Needs More Aggressiveness In News, McLendon Tells GAB

RADIO "in 38 years of golden opportunity" has refused to meet the challenge of newspapers, allowing "its shining future to drain away into a jukebox," Gordon McLendon, president of the McLendon station group, told the Georgia Assn. of Broadcasters at Savannah last Monday.

Mr. McLendon called on stations to assert their right to editorialize and said aggressive news coverage would pay off in audience and advertising.

The three-day association meeting included guest speakers from station, magazine and agency groups. John W. Jacobs, WDUN Gainesville, was elected president.

FCC Comr. Robert E. Lee spoke at the Monday luncheon. Sol Taishoff, B•T editor and publisher, talked on "Georgia Revisited." John M. Outler Jr., WSB-AM-TV Atlanta, reviewed 35 years of broadcast experience (see excerpts of speech, page 84). Speakers from the advertising field included John B. Simpson, radio-tv vice president of Foote, Cone & Belding, Chicago; Frank Hoell, media director of D'Arcy Adv. Co., Chicago, and George Boyd, of Gordy Tire Co., who presented awards for the Deathless Weekend promotion. J. Frank Jarman, WDNC Durham, N. C., discussed station promotion.

Mr. McLendon said KLIF Dallas once ran an editorial criticizing the *Dallas Morning News* 18 times in one day. He urged stations to exploit the timeliness of radio news by inserting frequent references to this trait in newscasts, citing "tomorrow's newspaper today" and "another example of how far radio news is ahead of newspapers" as samples.

Radio must seize the news leadership of the nation, he said, adding that radio has proved "there are sounds worth a thousand pictures."

RTES Listening Post Expands Its Service to Job Seekers

TO EXPAND the service of the Radio & Television Executive Society of New York's "Listening Post" to industry, a new RTES committee under Albert B. Shepard, Select Stations Representatives, was organized Thursday to encourage employers to notify the Listening Post when they have job vacancies. The Listening Post screens qualified applicants and helps them find work in advertising, production and sales.

Other job procurement committee representatives include Peter Affe, NBC; Peter Bardoch, Foote, Cone & Belding; Clifford Botway, Dancer-Fitzgarald-Sample; Steve Davis, Young & Rubicam; Maggie Eaton, Radio Reports Inc.; John W. Esau, N. W. Ayer & Son; George Foley, Theodore Productions Inc.; Lee Francis, ABC-TV Film Syndication; Jack Gross, American Research Bureau; Albert D. Hect, Bill Sturm Studios; Jack Keenver, California National Productions; Francis Kish, *Tv-Radio Mirror;* Bill McCrae, TvB; Harold Mers, American Assn. of Advertising Agencies; Robert Schultz, NBC Film Services Sales; Larry Webb, Station Representatives Assn. and Ann Janowicz, Ogilvy, Benson & Mather.

NEW OFFICERS elected by Georgia Assn. of Broadcasters greeted John M. Outler Jr., retiring general manager of WSB-AM-TV Atlanta, at a meeting held last week in Savannah. Seated (l to r): Ralph Edwards, WWGS Tifton, Ga., second vice president; John W. Jacobs, WDUN Gainesville, president; Mr. Outler; Frank Gaither, WSB, first vice president. Standing, George Patton, WBML Macon, director; L. H. Christian, WRFC Athens, director and past president; Miles Ferguson, WDAK Columbus, director. Not in photo, Ben Williams, WTOC Savannah, director.

NARTB Counsel to Enter WDAY-TV Political Libel Case

NARTB will enter litigation involving the liability of broadcasters for broadcast remarks by political candidates. The association announced Friday that Douglas A. Anello, chief attorney, will file a brief by mid-September in the North Dakota Supreme Court. The case involves the constitutionality of Sec. 315 of the Communications Act, requiring broadcasters to give equal time to all political candidates and forbidding editing of what they say on the air.

Farmers Educational & Cooperative Union has appealed the North Dakota district court decision [B•T, May 27] which dismissed a libel suit against WDAY-TV Fargo. The suit was based on broadcast remarks by A. C. Townley, independent splinter candidate who charged that the union was communistic after refusing to heed the station's plea that he revise his text.

The lower court held Sec. 315 creates legal privilege for the station, with the state libel statute limiting liability of broadcasters adjudged unconstitutional. If the union wins this appeal, WDAY-TV has indicated it will take the controversial political broadcast problem to the U. S. Supreme Court. The state court is to hear the appeal early in October.

Mississippi Group Sets Meet

THE SECOND annual Mississippi Broadcasters Sales Management Conference will be held at University, Miss., October 25-26. The conference is a co-op effort of the U. of Mississippi and the Mississippi Broadcasters Assn. Included in the program are: an automatic radio demonstration (by Gates Radio Co., Quincy, Ill.); a description of how local radio gears with General Motors' advertising program (Campbell-Ewald Co., Detroit, Mich.); a rundown of the factors of success in selling small market radio (Bob Rounsaville, WQXI Atlanta, Ga.) and the value of the station to the advertiser (Ray V. Hamilton, Hamilton, Stubblefield, Twining & Assoc.).

Organizational Problems Gain Station Management's Attention

THE complexity of station operations, particularly am-tv combinations, is "forcing broadcast management for the first time to give serious attention to basic organizational problems," Charles H. Tower, NARTB employer-employe relations manager, said Friday in an address before the South Carolina Assn. of Radio & Television Broadcasters at Myrtle Beach.

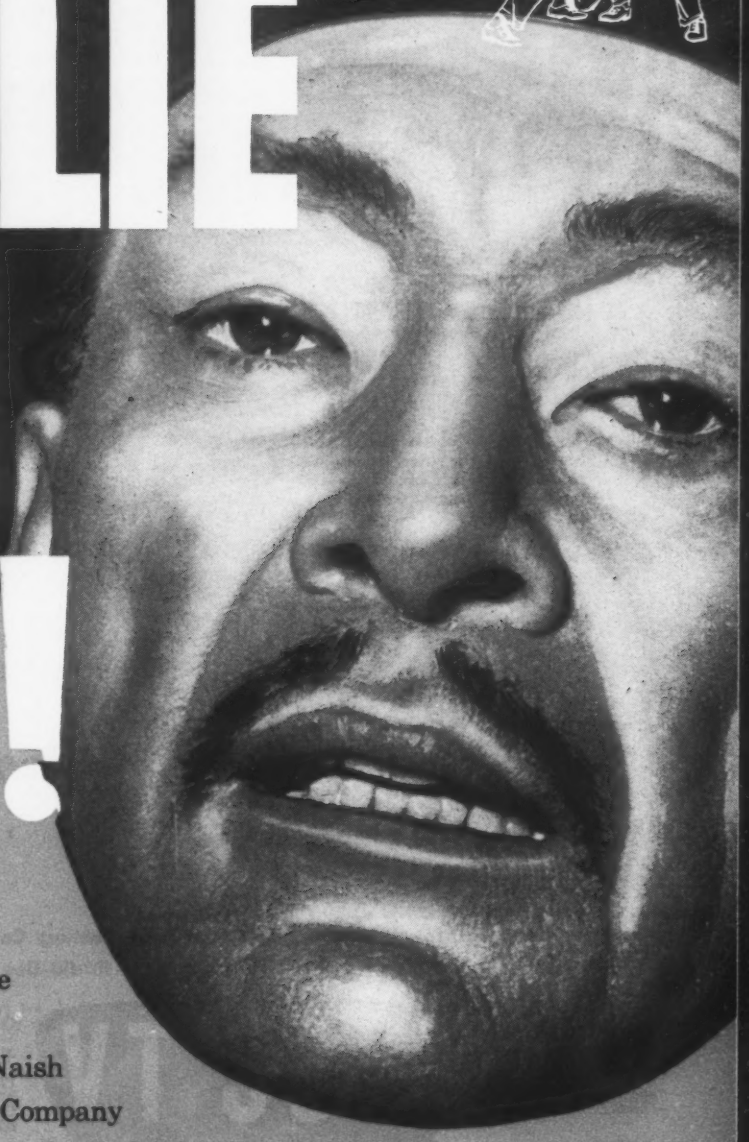
Mr. Tower recalled that radio stations grew slowly over a long period of time. "The trial and error process and the settled ways of doing business slowly molded the organizations structure," he said. "Television has introduced both confusion and complexity. Basic problems of organizational conflict still have to be resolved."

Mr. Tower said that "in effect the radio station manager is trying to decide whether he should stop making Fords and start making Cadillacs, or vice versa.

"The basic product decision has become crucial for two reasons—the greatly increased competition for the advertiser's radio dollars, a competition directly resulting from the tripling of the number of radio stations over the past 11 years and indirectly from the use of television, and equalization of the availability of program material of general public acceptance, caused in part by the change in network programming and in part by the use of records and transcriptions."

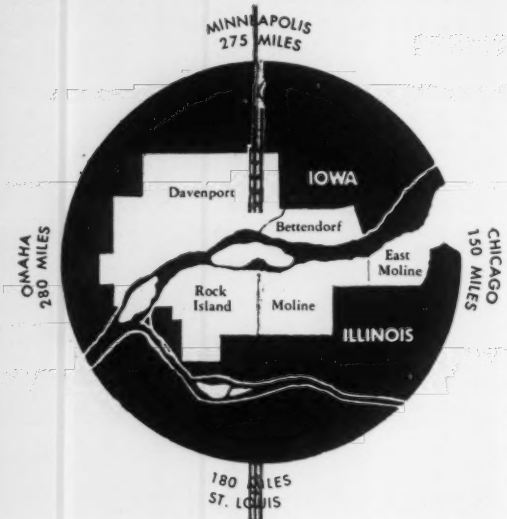
NEW

CHARLIE CHAN SELLS!



See the NEW Charlie Chan—you'll share critics' acclaim: "fresh and entertaining"—"crisp scripting and sharp direction." J. Carrol Naish "the best ever to do the role." The Coca-Cola Company (McCann-Erickson, Inc.) has signed up the new Chan for its world-wide home market! Regal Beer (Tracy-Locke Company, Inc.)! Bowman Biscuit (Ball & Davidson, Inc.)! KRCA-TV, NBC's O-&-O in Los Angeles! WCAU-TV, CBS in Philadelphia! Other sponsors have already snapped up 78 key markets! North! South! East! West! Cleveland! New Orleans! Detroit! St. Louis! Denver! Dallas-Ft. Worth! Southern markets like Miami, Atlanta, Jacksonville, Tampa-St. Petersburg, Mobile, etc. Pittsburgh, Columbus, Wilkes-Barre-Scranton, Youngstown, etc., in the East! Albuquerque, Oklahoma City, Tulsa-Muskogee, Little Rock, Pine Bluff, etc., in the West! Indianapolis, Madison, Wichita-Hutchinson, Hannibal-Quincy, etc., in the Mid-West! For a private showing of "The Case of the Profit-Building Program," wire or phone Michael M. Sillerman at 488 Madison Avenue, New York 22, Plaza 5-2100.

tpa



WOC-TV

Covers the Quint-Cities Plus 39 Surrounding Iowa and Illinois Counties.

Population — 1,583,800*

Families — 489,700*

Effective Buying Income — $2,686,413,000*

*Source: Sales Management "Survey of Buying Power," 1957

The WOC-TV tower is 220 feet higher than the tower of neighboring TV station, assuring satisfactory signal throughout this Big Area of 317,902 TV homes.
Ask your P.G.W. Man to show you NCS Coverage Report.

WOC-TV

On-the-Air since October, 1949 . . . First in the Quint Cities and First in Iowa . . . Serving the largest market between Chicago and Omaha . . . between Minneapolis and St. Louis.

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

United Press 1 news produces!

TRADE ASSNS. CONTINUED

Bitter Access Fight Necessary, Fellows Tells West Virginians

THE campaign to remove legal bans against broadcast coverage of court trials "will be won state by state" and require full support of the public, NARTB President Harold E. Fellows said Friday in an address to the West Virginia Broadcasters Assn., meeting at White Sulphur Springs.

He urged West Virginians to work aggressively to remove the State Supreme Court's obstacle to court coverage. The court has adopted Canon 35 of the American Bar Assn., which forbids broadcast coverage of court proceedings. He noted progress made in the state through coverage of proceedings of the state legislature.

Mr. Fellows told broadcasters "wholehearted support on the community level is the industry's best protection against any attempts to curb its freedom," advising them to become an integral part of community life. Discussing areas of community service for broadcast stations, he said, "You serve when your station broadcasts the news; when it editorializes in behalf of worthy community projects; when it picks up the local high school baseball game; when it reports the weather and the market—and, further, when it simply entertains, transporting viewers and listeners into a land of fantasy and music and scientific wonder."

In a review of the subscription television problem, he said that if broadcast pay tv were authorized, some heretofore free channels would be blacked out during part of a station's operating time for all unwilling or unable to pay subscription tv promoters to see their programs.

New ATAS Chapter Planned

FIRST steps to form a Baltimore-Philadelphia-Washington chapter of the Academy of Television Arts & Sciences were taken Wednesday at a luncheon meeting at WBAL Baltimore. Tex McCrary, membership chairman of the New York chapter, outlined steps to be taken, including a membership. Membership will cover all members of tv station staffs and personnel in related fields.

Top D. C. Engineers Organize

ENGINEERS in the Washington, D. C., area have formed the Association of Broadcast Executive Engineers, with membership on the management level. The group plans to promote exchange of ideas and progress in the engineering profession, with monthly lunches to be held. Officers are Allan T. Powley, WMAL-AM-FM-TV, president; Ross Beville, WWDC-AM-FM, vice president, and Granville Klink, WTOP-AM-FM-TV, secretary-treasurer.

Montana Group Sets Meeting

COPYRIGHT, engineering, business and programming problems of radio and tv stations will be discussed by speakers at the annual meeting of Montana Radio Stations Inc., to be held Aug. 30-Sept. 2 at the Florence Hotel, Missoula.

At last! Another "V" in

PITTSBURGH!

WIIC

CHANNEL 11 NBC-TV

goes on the air September 1

represented by

BLAIR-TV

These other 24 major market stations represented by Blair-TV say "Welcome Aboard" to Station WIIC

WABC-TV	New York
WBKB-TV	Chicago
KTTV	Los Angeles
WFIL-TV	Philadelphia
WXYZ-TV	Detroit
KGO-TV	San Francisco
WHDH-TV	Boston
KTVI	St. Louis
WEWS	Cleveland
WJZ-TV	Baltimore
KFJZ-TV	Dallas-Ft. Worth
KING-TV	Seattle-Tacoma
WPRO-TV	Providence
WCPO-TV	Cincinnati
KGW-TV	Portland
WDSU-TV	New Orleans
WFLA-TV	Tampa
WBNS-TV	Columbus
WMCT	Memphis
KFRE-TV	Fresno
WOW-TV	Omaha
WTVR	Richmond
WNBF-TV	Binghamton
WFBG-TV	Altoona

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Offices: NEW YORK · CHICAGO · BOSTON · DETROIT · ST. LOUIS · JACKSONVILLE · DALLAS · LOS ANGELES · SAN FRANCISCO · SEATTLE

Coming or Going KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!

KBTV first* in quarter-hour leads (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same time period in "share of audience".

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in Denver for promotion, with solid, successful merchandising cooperation for its advertisers and, most important, SALES RESULTS!

Call your P.W.G. Colonel today.

Buy the station in the rich Denver market that delivers People *and* PURSES . Impacts *and* RESULTS!

**KBTV sign-on 10:30 a.m.
*ARB Denver Survey —May, 1957
†Quarter-hour leads
‡Percentage of audience

Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, President — JOSEPH HEROLD, Station Manager

GOVERNMENT

NARBA Pact Stymied By Daytimers—Hyde

THE Daytime Broadcasters Assn. was blasted for preventing prompt Senate consideration of the 1950 NARBA agreement and the U. S.-Mexico agreement negotiated earlier this year by FCC Comr. Rosel H. Hyde in a speech made Thursday at the installation banquet of the Southern California Broadcasters Assn.

DBA's opposition to the international agreements "apparently stems from the fact that the FCC has taken no action on the Association's petition for a change in rules which would authorize daytime stations to operate from 5 a.m. to 7 p.m.; from the fact that operation of daytime stations from 5 a.m. to 7 p.m. on Mexican clear channels would not be authorized by the new agreement with Mexico, and from a general complaint that a relatively small number of stations are assigned to a substantial portion of the 107 frequencies in the am bands, while many other stations are limited to daytime hours," Comr. Hyde stated.

Representatives of both DBA and Daytime Petitioners were part of the delegation which negotiated the agreement with Mexico, Comr. Hyde said. "The official representative of DBA accredited to the conferences had urged upon the delegation the need for more extensive secondary use of Mexican clear channels and particularly an interest in establishing a uniform year-'round sign-on and sign-off time at 5 a.m. and 7 p.m. But in the light of the discussions of the conference and in the interest of an agreement protecting the over-all interests of the United States, he agreed with the other members of the delegation that the agreement should be completed. He further indicated that it was his opinion that further improvements would best be worked out after our over-all interests were secure," he reported.

"The problem of providing protection against interference from foreign sources is no longer a matter of resolving conflicts with other countries, but a problem within our own country," Comr. Hyde declared. He summarized the issues with two questions:

"Is ratification of treaties which would recognize and protect United States am broadcast stations and service against interference from sources outside the United States to be blocked as a means of prosecuting petitions before the FCC for rule changes?

"Do we have the capacity to accept the discipline necessary for effective use of radio in cooperation with our neighboring countries?"

Comr. Hyde urged SCBA members to study the matter carefully in the interest of lending their aid "to the protection of fine, effective, interference-free radio as an important national asset."

Radio is still the "backbone of mass communications," Comr. Hyde said earlier in the day at a news conference. Without wishing to disparage tv, he said, "the entire public has access to radio—in their cars, in their kitchens and where ever they may go," in a way unparalleled by any other medium of communications. Anyone who thinks radio has lost its usefulness "is very much mistaken," he declared, stating that radio "hasn't reached its potential by any means."

Frankly admitting he was seeking help to secure ratification of the agreements with other North American nations which are now before the Senate, Comr. Hyde said that the problem of international interference does not exist in tv, where signals are generally localized to a small area. The U. S. has "border agreements" with Canada and Mexico, he said, which are all that are needed to prevent the tv signals of one country from interfering with those of its neighbors.

Toll Tv Authority

Urged to express his views on toll tv, a very live topic in California, Comr. Hyde said that he felt it would be "inappropriate" for him to discuss the subject publicly before he has considered it officially in company with the other FCC members. He did say, however, that he saw no reason why the problem of subscription television cannot be handled by the Commission without need for Congressional action, because he feels the Communications Act gives the FCC ample authority to deal with problems such as this.

Asked if the FCC takes note of public opinion on such matters as toll tv, which a recent Los Angeles newspaper poll found overwhelmingly opposed by that city's residents, Comr. Hyde said that the FCC, presumably better informed than the general public, "can't operate on a public forum basis." He added that the Commission does take public sentiment into account before making any decision affecting the public.

Loyd Sigmon, KMPC Los Angeles, was installed for a new term as SCBA chairman at the dinner meeting, held at the Beverly Hills Hotel, Beverly Hills, Calif. Also installed were Howard Gray, KGIL, San Fernando, vice chairman, John Hansen, KABC Los Angeles, secretary, and Robert McAndrews, KBIG Avalon (Catalina Island), treasurer.

Sid Held, KVEN Ventura, was installed as director for District I; Benton Baschall, KAFY Bakersfield, for District II, and Robert Blashek, KCMJ Palm Springs, for District III. Installed as directors at large were Herbert Comstock, KAVL Lancaster; Norman Ostby, Don Lee Broadcasting System; Fred Ruegg, KNX Los Angeles; Calvin Smith, KFAC Los Angeles, and Ernest Spencer, KWIX Santa Ana. The SCBA numbers 62 radio stations among its members.

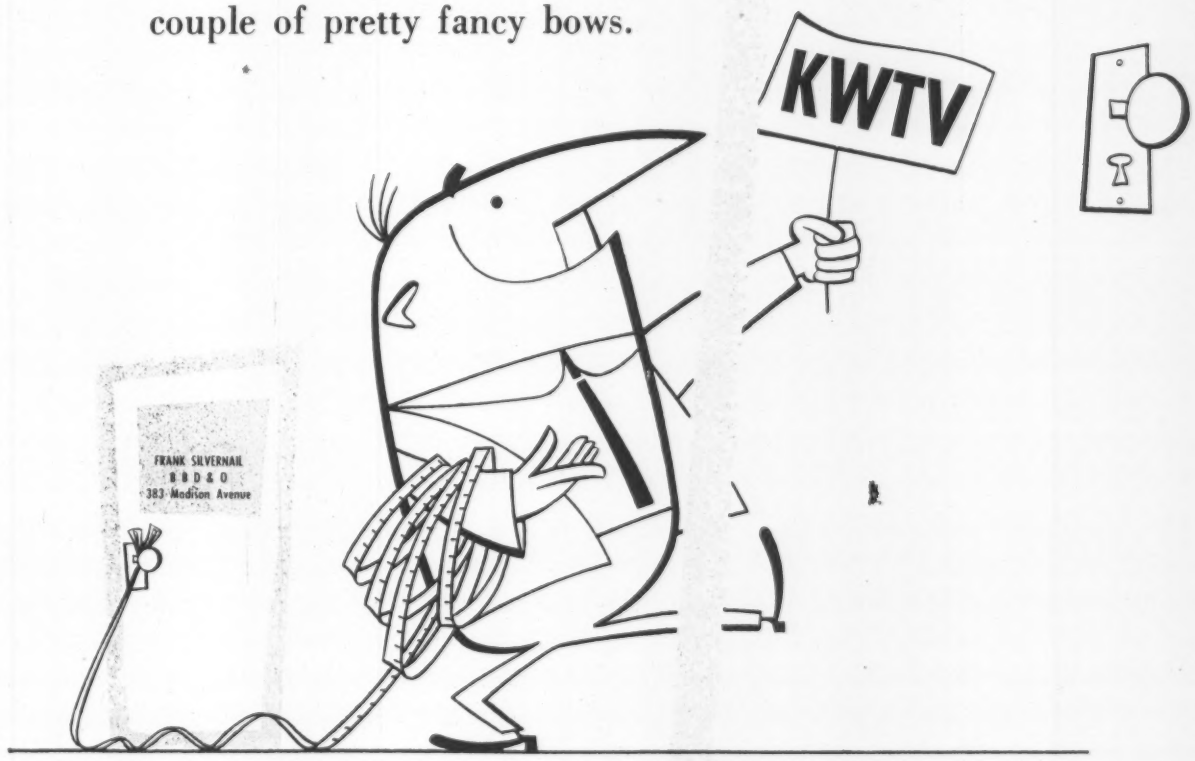
Doerfer to Address RTES

FCC CHAIRMAN John C. Doerfer will make his first major speech since becoming chairman of the FCC before the Radio & Television Executives Society of New York at a luncheon at the Hotel Roosevelt, New York, Sept. 12. Mr. Doerfer became chairman July 1, following the retirement of George C. McConnaughey as both chairman and commissioner.

If you had a tape measure 1572 feet long . . .

. . . you could tie one end on *THAT* doorknob, head down Madison Avenue and tie the other end on *THIS* doorknob, and still have plenty left over for a couple of pretty fancy bows.

RAY JONES
Y & R
285 Madison Avenue



KWTV

CBS

OKLAHOMA CITY

The tower with 1572 feet of SALES power in Oklahoma!

Get the story from AVERY-KNODEL

JUST OUT... and already

SOLD IN 20 MARKETS

TO GRIESEDIECK BEER AND OTHER SPONSORS!

SCREEN GEMS

CH PARTY

39 FILMED ½ HOURS OF AMERICA'S FAVORITE NEW RHYTHM

...COUNTRY MUSIC!

TEX WILLIAMS — EDDIE DEAN — MERLE TRAVIS — SONS OF THE PIONEERS

FAMOUS GUEST STARS LIKE THESE IN EVERY SHOW!

For details contact your nearest office.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
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Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

Philco Asks Hearing On WRCV-AM-TV Renewal

PHILCO CORP., Philadelphia, last week filed a protest with the FCC against the July 18 renewal of the licenses of NBC's WRCV-AM-TV Philadelphia, and charged that NBC's parent company, RCA, was unfit to be a broadcast licensee.

It asked that the WRCV stations' licenses be set for a full, evidentiary hearing to determine RCA's qualifications to hold broadcast licenses and whether its ownership of radio and tv stations in the Philadelphia area violates the FCC policy against undue concentration of control of the media of mass communications.

In its protest, Philco claimed RCA was using WRCV-AM-TV to advance its own name in the Philadelphia area. This is done, Philco said, through station breaks where the stations are identified as a "service of RCA"; through news stories about RCA developments and personnel; in color television programs where RCA is credited with developing compatible color; in such network programs as *Today* which is identified as originating in the RCA Exhibition Hall, and in incorporation of RCA and RC, into the call letters.

"This . . . give[s] RCA an amount and type of advertising which Philco (and other competing manufacturers) cannot hope to obtain by however large an expenditure; and this advantage to RCA constitutes the grossest and most harmful variety of unfair competition," Philco said.

The attack on RCA's character qualifications was connected to the antitrust actions filed against that company by the Dept. of Justice, Zenith and Philco. The government has two suits pending in court against RCA; one charges it used coercion to force Westinghouse to sell the Philadelphia stations to NBC, the other is based on alleged restraint of trade practiced by RCA in its patent practices. The Zenith and Philco suits are civil antitrust suits involving patent and licensing practices of RCA.

Philco established ch. 3 WRCV-TV in Philadelphia in 1941 under the call letters WPTZ (TV). Westinghouse bought WPTZ from Philco in 1953, and NBC bought the station, plus WBC's KYW, in 1955.

WTVW (TV) Asks 'Full' Hearing On FCC's Deintermixture Action

WTVW (TV) Evansville, Ind., last week insisted that it be allowed "a full, fair, public evidentiary hearing" before the FCC tries to deintermix it out of its current authorization to broadcast on a vhf channel.

Also part and parcel of the station's protest to the FCC was WTVW's statement that the Commission was illegally off-base last March when it wrote a show-cause order requiring WTVW to say why it should not operate on ch. 31 instead of its current use of ch. 7.

This order is one of several FCC attempts to deintermix single vhf channels out of some markets to make certain areas predominantly uhf. The same order and the same situation now is being challenged by WTVW for the first time in the U. S. Court of Appeals [B•T, Aug. 12].

But in the latest development, WTVW last week told the Commission that the Commission's show-cause order is "illegal in form and violative of the terms and spirit of . . . the Communications Act." It added that it is "illegal for the Commission to issue a show-cause order fraught with such vagueness and generality." In this connection, the station noted that the burden of proof belongs to the FCC, "and not the respondent."

"The Commission has no legal right," WTVW continued, "to require a party against whom a show-cause order is directed . . . to state anything in its response other than whether or not such a party requests a hearing."

The station repeated that it wants exactly that, with cross examination.

The dispute also involves a similar vhf deletion in Hatfield, Ind., where the FCC has proposed to remove ch. 9. This, according to WTVW, is part of the Commission's overall plan to deintermix the entire area. And because of it, "is a reason why WTVW [might] lose its right to operate on ch. 7."

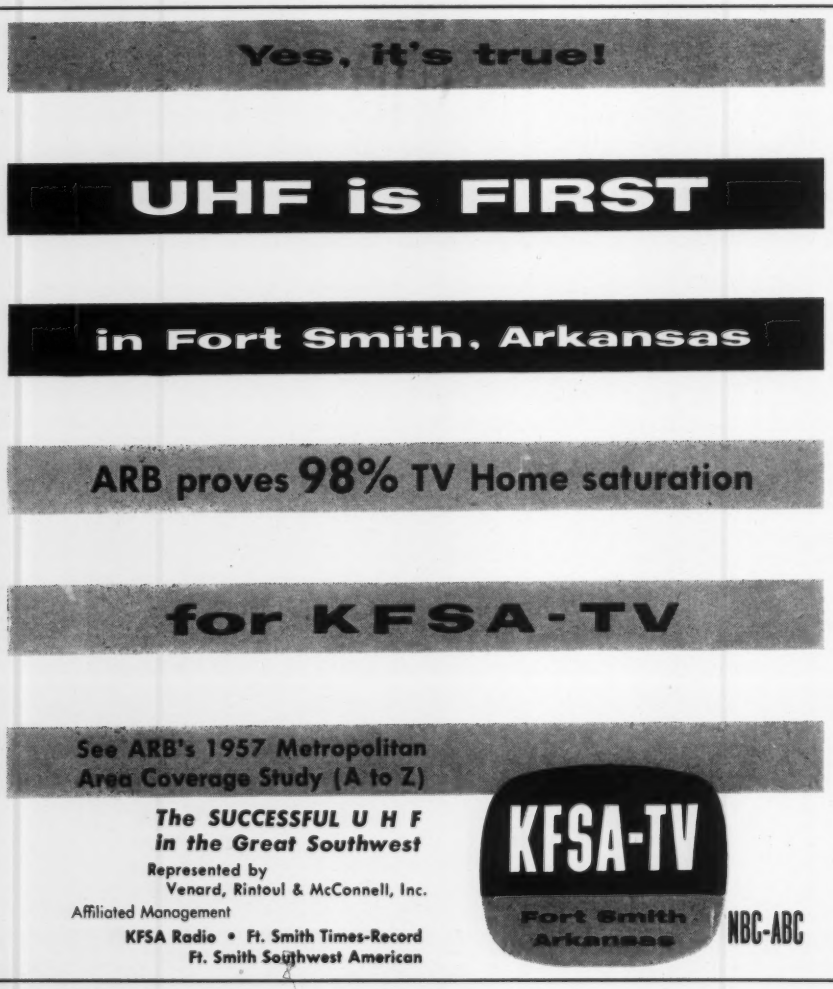
American Asks FCC Permission To Hold CSSB Tests for WABC

APPLICATION has been filed with FCC by the American Broadcasting Network to test compatible single side-band (CSSB) broadcasting on its owned station in New York, WABC, it was announced last week by Frank Marx, vice president in charge of engineering.

The CSSB system is designed to increase a radio station's signal strength without increasing its transmitter power or effective radiation, improve fidelity and lessen distortion in signal fading in the fringe of the service area. Equipment for the tests at WABC will be provided by Kahn Labs., Freeport, L. I. Mr. Marx said the tests will be conducted over a three-month period, once approval is obtained from the FCC.

WMGM New York conducted tests of the system over a three-month period, ended Aug. 9. Arthur M. Tolchin, station director, said last week the experiments had proved "very successful, revealing measurable increased values in reception quality, measurable elimination of distortion even when not tuned in precisely, especially in outlying areas of the station's coverage pattern."

Under the CSSB system, one of the two side-bands on each side of a station's carrier frequency is eliminated. In the WABC test proposal the sideband from 770 to about 775 kc would be eliminated and the strength concentrated below 770 kc.


Yes, it's true!
UHF is FIRST
in Fort Smith, Arkansas
ARB proves 98% TV Home saturation
for KFSA-TV
See ARB's 1957 Metropolitan Area Coverage Study (A to Z)
The SUCCESSFUL U H F in the Great Southwest
Represented by
Venard, Rintoul & McConnell, Inc.
Affiliated Management
KFSA Radio • Ft. Smith Times-Record
Ft. Smith Southwest American
KFSA-TV
Fort Smith Arkansas
NBC-ABC

"... all over the tablecloth, he's writing!"

"Sure, we see all kinds in here," says bar-custodian Umberto at Danny's Hideway (where *THE* agency elite of New York meet). "But *this* guy . . . he's drawing a map like crazy on our snow-white damask with a black grease pencil. Of what? State of Maine, that's what!

"Guess he had reasons to be excited. Seems he just absorbed the latest TV Trendex* from up there — and what a whooperoo! That WABI-TV waltzes off with 17 of the top 20 shows! Gets the *best* rated multi-weekly show, *best* film show, *best* local show, *best* news show, *best* sports show, *best* weather show, *best* network show — day *or* night.** How superman can you be? And *all* the studies prove WABI-TV a bull-dozer in audiences, coverage, dollar-for-dollar value — the works! Can't understand why anybody'd advertise any other way up there in Maine!"

Neither can we. Whether you want No. 1 television coverage or No. 1 radio coverage in the fastest-growing part of Maine — the writing's clear on the tablecloth. Buy WABI-TV or WABI Radio — super-team with super-steam. If you're looking for a hideaway, go to Danny's. But if you want to put your product out on the table, for buyers' grabs, tell the Maine market about it via this high-compression combination. It's something to write home about — on anybody's tablecloth!

* *Trendex, Oct. '56*

** *Good memory, that Umberto. Probably kept the tablecloth and memorized it.*

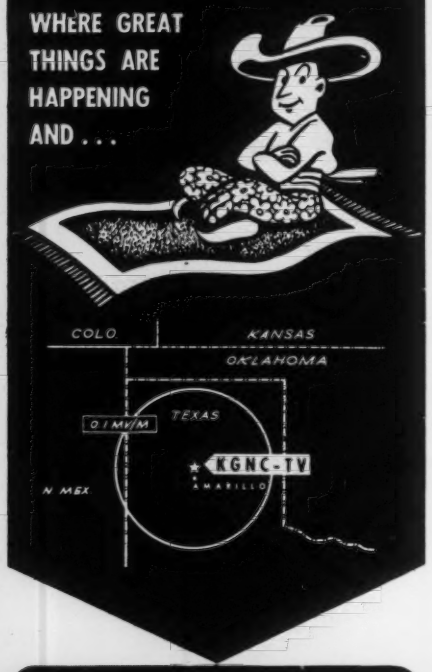
wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network — WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

GET YOUR MESSAGE ON THE MAGIC
GOLDEN SPREAD
WHERE GREAT THINGS ARE HAPPENING AND . . .


BIG 4 IS THE BIG BUY!
★ Over 100,000 TV Sets
★ Nearly $200,000,000 in Retail Sales in the Area
SERVED BEST BY BIG 4
POWER: Visual 100 KW
Aural 50 KW
Antenna Height 833' above ground
KGNC-TV
Channel 4
AMARILLO, TEXAS

WJTV (TV) Asks FCC to Stay Vhf Experiment by WJMR-TV

"THE INTERESTS of administrative fair play" require the FCC to restrain WJMR-TV New Orleans (ch. 20) from exercising previous Commission permission to experiment broadcasts on ch. 12 there.

Such was the essence of last week's petition by WJTV (TV) Jackson, Miss., which has been asked by the FCC to show cause why it should not modify its own ch. 12 operation to facilitate WJMR-TV's new test authority. The two operations are 162 miles apart, 28 miles short of the rule requiring 190-mile minimum separation.

Last June the Commission approved WJMR-TV's request to conduct simultaneous operations on chs. 20 and 12 as an experimental means of measuring uhf and vhf propagation from the same broadcast site. WJTV regards all this as a "scheme" to avoid normal FCC allocation requirements.

WJTV, along with KWTV (TV) Oklahoma City, which is one of two applicants for the New Orleans channel, went to the U. S. Court of Appeals [B•T, July 29]. Their demands that the FCC order be stayed were denied. Final court decision on the over-all merits of the Commission order is still pending. Crescent City Telecasters (composed of KTBS Shreveport, La., principals) also wants the New Orleans channel.

Now WJTV wants the FCC to arrange for a full hearing with cross examination. The Jackson station added that the Commission's order that it modify telecasting to accommodate WJMR-TV was "preferential" and in violation of FCC rules. It added that WJMR could experiment just as well on other channels.

WMCK Backed by Rep. Holland In Attempt to Broadcast Dodgers

REP. Elmer J. Holland (D-Pa.) has written FCC Chairman John C. Doerfer asking the Commission to investigate charges that the Pittsburgh Pirates have kept WMCK McKeesport, Pa., from broadcasting the Brooklyn Dodgers' baseball games.

"I feel that the position taken by the Pittsburgh baseball team and the power they have exercised in this case far extends their privileges," Rep. Holland wrote Mr. Doerfer. "I believe that you [FCC] should take a firm stand in this matter, for if they [Pittsburgh Pirates] are permitted to make this decision on their own, there is not much use in having the FCC."

From the House floor, Rep. Holland told his colleagues that every "congressman should be acquainted with the power exercised by a baseball team in their control of broadcasting games. This, I believe, is exercising a monopoly of what the listening radio audience should or should not hear.

"This practice should be stopped immediately so that no future decision by a ball club or any other commercial enterprise may be made as to who should or should not broadcast."

Mr. Holland made his protest to the FCC following "An Open Letter to the Sports Public of Western Pennsylvania," written by Robert M. Cox, president of WMCK. In the letter, which Rep. Holland entered in the *Congressional Record*, Mr. Cox "apologized" to the public for not carrying the Dodger games and explained the reasons why they are not being broadcast by WMCK. He said he "stands ready to testify before a Congressional committee if it will help to prevent a recurrence of such conspiracy toward monopoly or restriction of choice."

KGBX Signs Agreement With FTC To Stop Exaggerated Ad Claims

KGBX Springfield, Mo., has signed a stipulation agreement with the Federal Trade Commission that the station will not say in its advertising that it is Springfield's "first" radio station or "otherwise" misrepresent its "relative position" with other radio stations.

The agreement is not an admission by KGBX of any law violation. Rarely have radio stations been involved in FTC actions, which more often are directed against advertisers who use communications media, rather than the components of the media themselves.

The federal action followed an official investigation of KGBX's advertising claims. When the agency is able to settle a question by a stipulation agreement, the need of a formal FTC complaint and ensuing hearings and litigation is avoided.

The government found that KGBX published "certain advertising matter" containing references to the station as Springfield's "first radio station" and citing "our 30 years of service." "As a matter of fact," says the FTC, "other radio stations were licensed to operate before KGBX began operating in Springfield, and it has not been operating there for 30 years."

(A check with the FCC revealed that KGBX was first licensed to St. Joseph, Mo., in 1922 and that it moved to Springfield 10 years later. Some of Springfield's early licenses now are defunct.)

The settlement, signed July 18, followed by one month a report that the FTC had been looking into inquiries by stations about advertising practices of their competitors [CLOSED CIRCUIT, June 10].

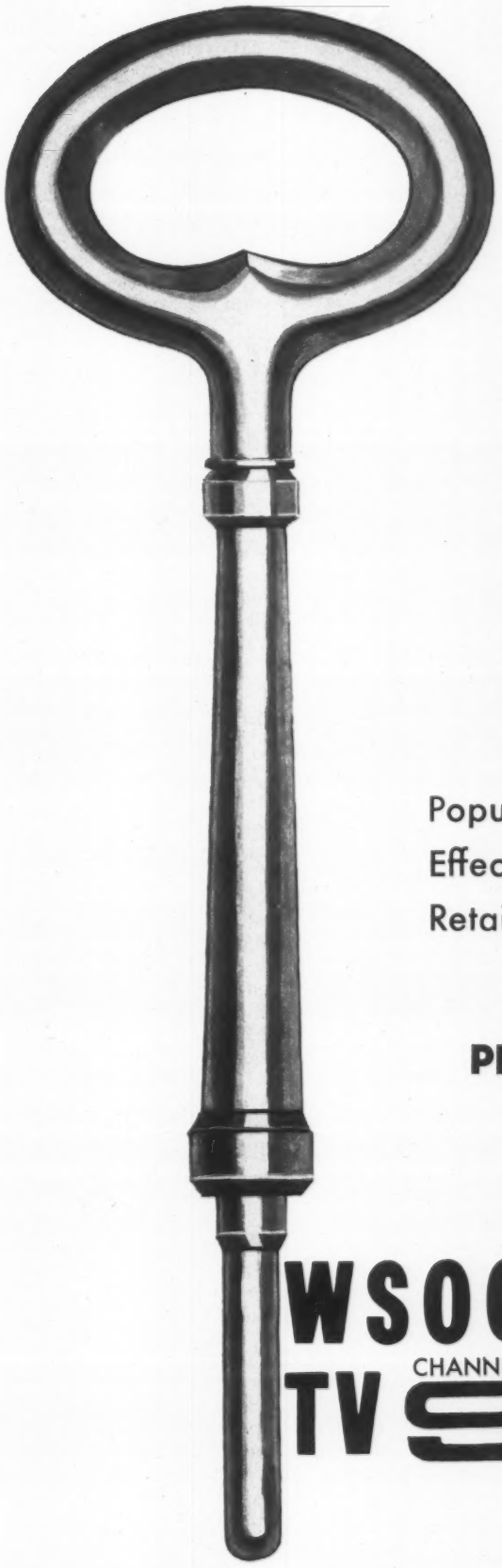
Examiner Favors Copper for Ch. 6

AN FCC examiner last week issued an initial decision awarding Butte, Mont., ch. 6 to Copper Broadcasting Co. there, the only remaining applicant. Examiner J. D. Bond noted the Commission previously had "found [the firm] legally, financially, technically and otherwise qualified."

The examiner found "no improper conduct" in an agreement between Copper Broadcasting and Arthur W. Schweider, a former applicant for the same facility who withdrew with the promise of $7,500 compensation for out-of-pocket expenses.

Off and On Air

CH. 22 KVDO-TV Corpus Christi, Tex., which earlier had informed FCC it was going dark because of financial difficulties, now reports it will not have to go off the air after all. In addition to KVDO-TV, two



THE **KEY**

TO SUCCESSFUL

TELEVISION

CAMPAIGNS IN THE

CAROLINAS . . .

PROVEN TO BE

RICH, PROGRESSIVE

AND . . . IN A BUYING FRAME OF MIND

Population served - - - **3,061,700**

Effective buying inc. - - **$3,713,100,000.00**

Retail sales - - - - - - - - **$2,385,904,000.00**

SOURCE SM 6/57

PROGRAMMING THE BEST OF

NBC • ABC

WSOC TV CHANNEL **9**

CHARLOTTE, NORTH CAROLINA

FULL POWER

HIGHEST TOWER

REPRESENTED NATIONALLY BY H-R REPS.

ATLANTA F-J REPS.

favorite
"PIN-UP"
of kids

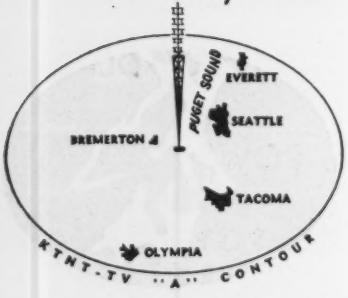
in the SEATTLE - TACOMA AREA

Youngsters in the Puget Sound area will tell you that Brakeman Bill is their favorite TV hero of all time. He MC's "Cartoon Special", a live-and-film late afternoon show, consistently one of the top-rated local kid shows in the Seattle-Tacoma-Puget Sound market.

Featured are such popular cartoon movies as Warner Bros. Merrie Melodies, Looney Tunes and Terry Tunes. Popeye, Bugs Bunny, Porky Pig, Tweety-and-Sylvester, Elmer Fudd and Daffy Duck are just a few of the laughable characters appearing on "Cartoon Special".

By the liberal use of toy trains, contests, give-aways and personal appearances, this show KEEPS its audiences day after day.... SELLS day after day.

IN THE PUGET SOUND AREA
Only KTNT-TV *Covers all Five*



Of all Puget Sound TV stations, only KTNT-TV contains these five major cities in its "A" contour: Seattle, Tacoma, Olympia, Everett, Bremerton. SEND FOR THE COMPLETE STORY.

KTNT TV
Channel 11 316,000 Watts

Tower located 7 miles from Seattle; 12 miles from Tacoma.
Represented by WEED TELEVISION.

vhf outlets, ch. 6 KRIS-TV and ch. 10 KSIX-TV, are operating in Corpus Christi.

Ch. 27 KVVG (TV) Tulare, Calif., wrote the Commission that it will go off the air for 90 days, citing lack of finances as reason.

CCT Sets Drive to Remove Tax From All-Channel Tv Receivers

THE Committee for Competitive Television, Washington, announced last week that it will begin a drive Aug. 28 to insure Congressional action early next January on pending bills which would remove the 10% excise tax on all-channel tv receivers.

The drive will get underway with a meeting in Erie, Pa., of uhf station operators from Pennsylvania, Ohio, New York, Illinois and New England, according to John W. English, CCT chairman. Several bills which would remove the uhf excise tax are pending before the House Ways & Means Committee and the author of one of these bills will address the Aug. 28 meeting.

Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairmen of the Senate and House Commerce Committees, respectively, a fortnight ago urged the House Ways & Means Committee to eliminate the tax [B•T, Aug. 5].

Crowell-Collier Filing Okayed By SEC; Agency Accuses Brokers

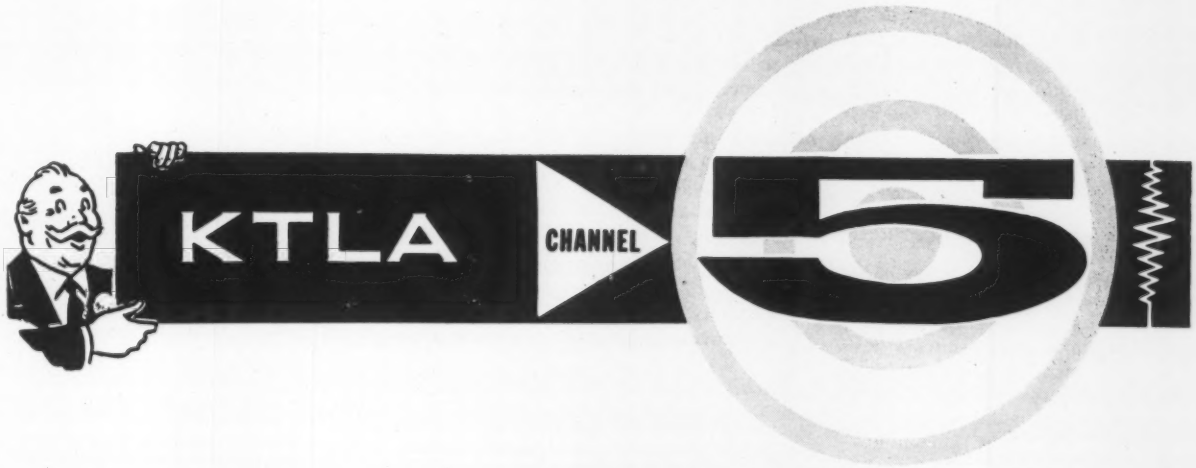
THE Securities & Exchange Commission last week announced it has accepted for registration a controversial $4 million issue of debentures by Crowell-Collier Publications Co., and indications were that the SEC would not recommend criminal prosecution in the case. Hearings on the matter had been held by the SEC earlier this year [B•T, Feb. 4].

The government agency, however, did secure an injunction against Elliott & Co., New York brokerage firm headed by Edward Elliott, who is former finance chairman of Crowell-Collier. The injunction, issued by a New York U. S. district court, forbids sale of unregistered securities.

The SEC also is proceeding against Elliott & Co. and two other brokers to determine whether their business accreditation should be revoked for their part in the debenture sale. The others are Dempsey & Co., Chicago, and Gilligan, Will & Co., New York.

The debenture issue, claimed by Crowell-Collier and its brokers to be private and therefore not subject to registration, took place in 1955. C-C subsequently tried to buy Consolidated Television & Radio Broadcasters Inc. (Bitner stations) but the deal fell through [B•T, Nov. 26, 1956]. Mr. Elliott had testified at SEC hearings that if the firm had been able to buy the Bitner properties, tax benefits would have enabled it to continue publishing *Collier's, Woman's Home Companion* and *American* magazines, which were discontinued late in 1956.

The securities were offered for SEC registration by the publisher on June 24. The registration was made effective by the commission Aug. 9.



LOS ANGELES

WHERE THE GOLD RUSH BEGINS IN SEPTEMBER

Announces the Appointment

of

PETERS, GRIFFIN, WOODWARD, INC.

As Exclusive National Representatives

Effective August 16th, 1957

NEW YORK	CHICAGO	DETROIT
250 Park Avenue	*Prudential Plaza*	*Penobscot Bldg.*
YUkon 6-7900	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*1750 N. Vine St.*	*Russ Bldg.*
Murray 8-5667	Edison 6-3349	Hollywood 9-1688	Sutter 1-3798

TV EXPERIENCE TO AUGMENT TEXTBOOKS

EXACTLY four years ago today, KPIX (TV) San Francisco started its first student internship in cooperation with Stanford U. Since then students periodically have worked in all phases of station operation to cap their book study of television with actual experience. Tallie Merritt was the most recent. Here she describes the invaluable knowledge gained in her stay at KPIX.

FOR the past year I have read textbooks and studied theories about television. I can cite examples—from books. I can quote theories—from books. I can discuss television in most academic terms from what I have learned—from books. I have spent this past year as a graduate student in the field of television at Stanford U. learning—from books.

But how could books give me experience? How could they really tell me what goes on at a television station? That's why I'm now a Stanford intern at KPIX (TV) San Francisco.

Books could only prepare me to appreciate fully what I am now doing. That is the idea behind the graduate program in television offered by Stanford U. This combination of academic training and practical experience is the goal of the Stanford program. Academically, it's taken a full year to reach the internship, a year of classes and of writing a thesis, for becoming an intern is the last step before receiving a degree.

I now observe. I ask questions. I work where I can. My schedule while at KPIX gives some idea of just what I am supposed to see:

Continuity, three days; traffic, two days; film department, three days; engineering, one day; master control, one day; sales department, three days; accounting and billing, one day; promotion, five days; publicity, three days; art department, two days; production coordinator, two days; floormen, two days; administration, one day; programming, three days; education and public affairs, two days, and news, one day.

Obviously, I can't learn everything about anything so I will end up as somewhat of a jack of all trades and a master of none. But the point is that I will know something about what happens in the other offices and how one department ties into another.

TOP MANAGEMENT INTRICACIES: *KPIX General Manager Philip Lasky explains some procedure to Stanford intern Tallie Merritt.*

What makes television click?

So far it seems to be a lot of people, each doing his job well, but with very little idea of what the other fellow is doing. It is a specialized realm, highly departmentalized, and yet requiring that all work closely together. I have overheard conversations in which one person has said, "It can't be done."

Too often the target of these words was annoyed and refused to accept them. Yet, if he had been able to do as I am doing, been able to see what film-makeup entails, to see what the duties of a floorman are, to watch what must be done to make a last minute change in the log or to correct a billing, he would understand why it can't be done.

While serving my internship, I also have been affiliated with *Adventure School,* a daily show for pre-school children. In working with this show, I have had opportunities to deal officially with the departments I would normally only be able to observe. Each morning I work with *Adventure School,* and then in the afternoons I learn why I did certain chores earlier.

During my three days in continuity I not only learned why I had to file *Adventure School* scripts in so many copies (10) but I had a chance to write "on-the-air" public service spots.

In the art department I had a chance to see why art must be ordered early.

In the film department I actually had a chance to screen and time some spots as well as watch a movie cutting session.

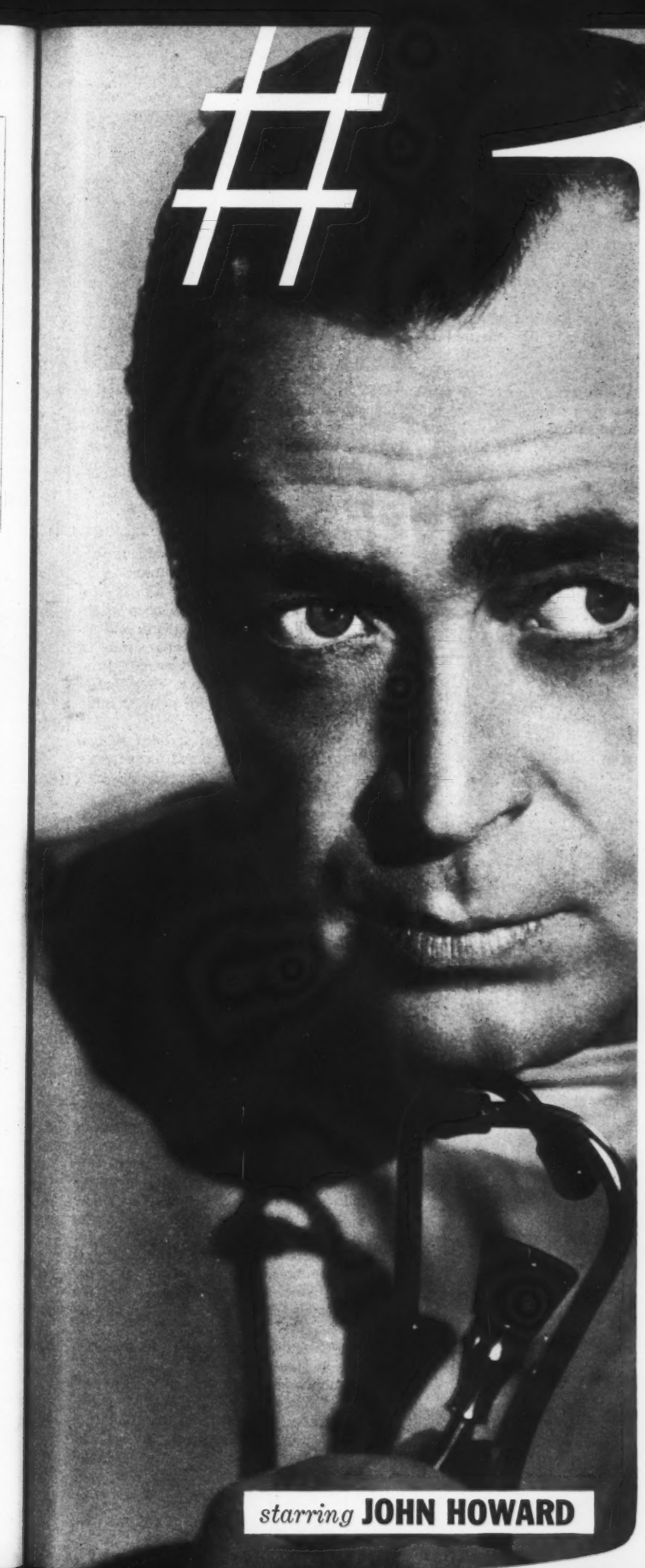
KPIX was doing a public service series on the traffic problem in San Francisco. I saw the hours of work necessary to put together just one half hour.

During my internship I have been allowed to sit in on sales meetings and departmental meetings.

One phase of television was most impressive to me. Many in television won't agree, and perhaps I will change my tune in a few years, but I have been favorably impressed with the comparative freedom of the employes and the opportunities for creative work.

What's up in Hartford?

CBS Owned WHCT is up...way up...with 15 of the top 25 evening shows, 17 of the top 25 daytime adult shows! Check CBS Television Spot Sales for adjacencies. Latest Pulse



NO. 1 PULSE JUNE
NO. 1 ARB JUNE
NO. 1 VIDEODEX JUNE

DR. HUDSON'S SECRET JOURNAL

HIGHEST RATED FILM DRAMA IN THE U. S. WITH A *21.1* NATIONAL AVERAGE

"Realistic and dignified portrayal . . . an outstanding contribution to the public interest and welfare."
American Medical Association

"These human interest tales have an uncommonly high degree of credibility." *Variety (recent issue)*

"Can't recommend the show or John Howard's cooperation too highly."
Wilson & Co. (29-market sponsor)

RENEWED by Wilson & Co. in 29 markets . . . **RENEWED** by Bowman Biscuit Co. in 17 markets . . . **RENEWED** by Carolina Power & Light in 4 markets . . . **RENEWED** by Sunshine Biscuits, General Electric, Drewrys Ale & Beer, Sears Roebuck, Meister Brau, Kraft Foods, Sun Drug Co., General Tire & Rubber Co. and scores more!

"TOP 5" EVERYWHERE!

	Rating	Rank
BOSTON	27.1	1
MILWAUKEE	25.5	1
BIRMINGHAM	36.4	1
CHICAGO	17.0	2
KNOXVILLE	27.4	2
SAN FRANCISCO	20.6	3
CINCINNATI	23.8	1
DALLAS	23.6	1
OMAHA	34.1	2
GRAND RAPIDS	30.1	1
OKLAHOMA CITY	29.2	2
LITTLE ROCK	37.0	2
SAN ANTONIO	25.2	4

78 HALF-HOURS NOW AVAILABLE!

Be "No. 1" in Your Market with

mca tv

Film Syndication
598 Madison Avenue
New York 22, N. Y.
PLaza 9-7500
and principal cities everywhere

MBS AIMS: (1) SERVICE; (2) PROFITS

- **Roberts: Mutual has passed crisis, now is ready to make money**
- **Personnel changes: some dropped, Comtois, Muvihill, Ownby added**

THE MUTUAL network's new management has two objectives: (1) to furnish its affiliates the best, most flexible network service possible, and (2) to make money for itself and the affiliates.

President Paul Roberts, operating head, spelled out these goals last Wednesday—exactly one week after taking over—and said progress already is being made toward both.

He said the new management already has gone a long way toward "putting our financial house in order" and stemming the red ink that has been evident in the past. Presale estimates put Mutual's 1956 losses at about $400,000 on sales totaling $6 million.

The network already has moved out of its "SOS condition" and should begin shortly to make money, Mr. Roberts asserted.

A big factor in the financial betterment, he said, stems from the fact that Mutual's payroll had included a number of key executives who also functioned for RKO Teleradio Pictures, the former owner, but who left Mutual to work fulltime for RKO when the $550,000-plus sale was completed.

There have been some personnel cutbacks but they involved less than a half-dozen people, he reported, The cutback stage has been completed, he added, pointing out that in fact some hiring already has been done.

In addition there has been at least one promotion: Harold Wagner, manager of program service, has been named program director to succeed Brad Simpson, who resigned about the time of the network's sale to take another, as yet unidentified, network post.

Mr. Roberts' summary of the week-old management's progress and plans:

- More than $400,000—net—in new and renewed business has been signed by the new management.
- Two new salesmen have been added—virtually doubling the size of the network's sales staff.

FIRST *beneficiary of Mutual's new incentive plan for salesmen, James McElroy (l), receives check from Sidney P. Allen (r), vice president and eastern division sales manager, as the network's new president, Paul Roberts, who instituted incentive plan, looks on from background.*

- An incentive compensation plan has been introduced for salesmen—and already has made its first payoff (see picture).
- The post of field director for the stations relations department has been established—and filled—to keep network and affiliates in closer contact and better aware of their common needs and problems. Mr. Roberts said he hopes ultimately to have "half a dozen" field men cementing network-affiliate relations.
- Formerly independent stations in two important markets have joined the network and applications from 13 other stations currently are being processed.
- Negotiations are in progress for "nationally known names" to strengthen the network's fundamentally important news operation. Plans are being laid, under the direction of Sports Director Art Gleeson, for expanding the sports service that already includes a baseball "Game of the Day" and Notre Dame football in the fall.
- Presentation of music, which with news forms the backbone of Mutual's service, will be refined through the development of program blocks aimed at specific audiences at specific times—the youth market at one period and the women's market at another.
- Public affairs and public service broadcasts will be expanded.

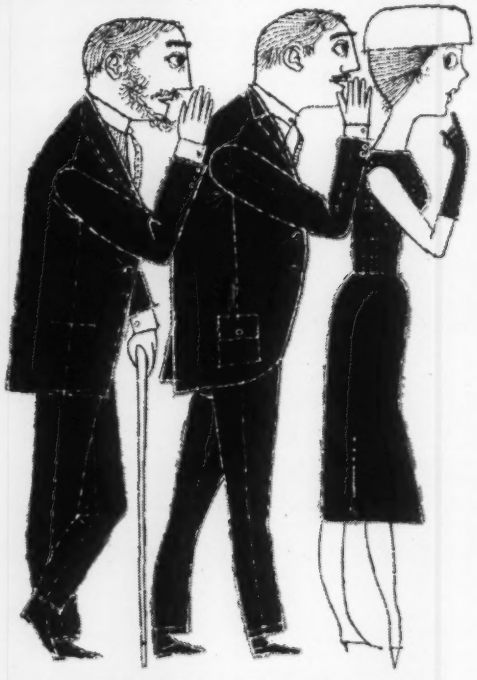
Mr. Roberts regards Mutual, through the new affiliation contract and programming format which went into effect in June, as radio's nearest approach to the press association type of program service. Within a few clearly defined limits, the affiliate may carry the Mutual programs he wants and forget the rest.

Mr. Roberts sees this as a principal reason that a considerable number of other stations voluntarily are seeking to join the approximately 480 already in the Mutual lineup.

"They like the fact that with us they can operate as 'independent' stations and still have a network service that gives them material they can't get on their own," he said.

In addition, he feels that the fact that the new Mutual management does not also own stations—the Roberts group bought only by the network, not the RKO Teleradio owned outlets—should bolster affili-

What's happening in Hartford?



Plenty! CBS Owned WHCT is the talk of the town. WHCT has the biggest average share of audience morning and evening! Talk with CBS Television Spot Sales. Latest Pulse

CARE

Meticulous attention to detail... essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

ates' confidence that Mutual is truly a service, because if it fails to serve the affiliates it has nothing else to fall back on.

The additions to the Mutual staff include George Comtois and John Mulvihill in the New York sales department, and James T. Ownby in the newly created post of field director, station relations.

Mr. Comtois, most recently sales vice president for American Broadcasting Network, was with Mutual in 1946-51. He entered radio as a talent representative in 1934 and moved into sales in 1941 with WLW Cincinnati. Mr. Mulvihill was radio-tv director for General Artists Corp. before joining the sales staff of WOR-TV New York in 1953 and Mutual in 1955. He left MBS in mid-1956 to become a consultant.

Under the network's new station relations setup, Mr. Ownby will operate almost constantly in the field while Charles W. (Chuck) King, who has been station relations director, serves as administrative director of the department with headquarters in New York, working largely on technical and administrative matters. Both will report directly to Mr. Roberts.

Mr. Ownby owns WJXN Jackson, Miss., and KONI and KELA (FM) Phoenix. He has taken a one-year leave of absence from the stations to take over the Mutual post. He went to work promptly, leaving last week on a 90-day field trip which Mr. Roberts said will take him "not only to stations where there are problems but also to stations where there aren't."

The new station relations lineup coincides with the departure of Robert W. Carpenter as Mutual station relations vice president. Mr. Carpenter and all other officers submitted resignations as a matter of form when the new management came in. His and that of Richard J. Puff, vice president in charge of advertising, research and public relations, have been accepted.

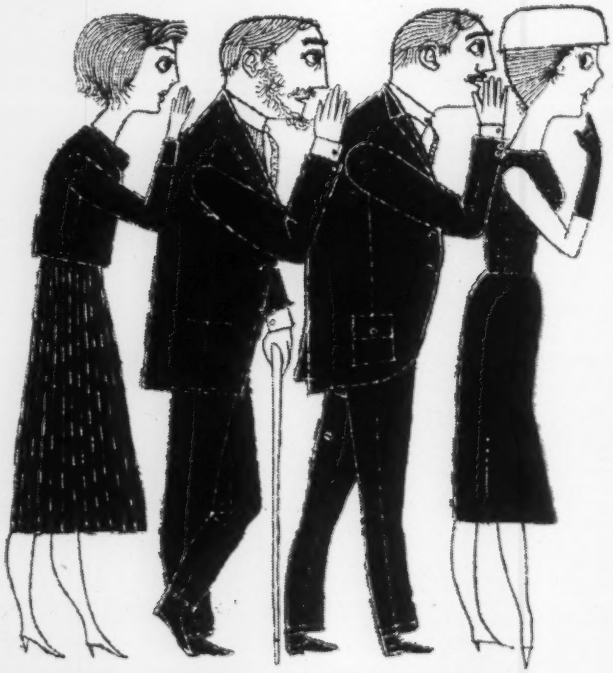
The resignation of Sidney Allen, vice president and eastern division sales manager, has been rejected.

In another phase of the station relations realignment, Thomas Duggan has been relieved as western head of the department.

The $400,00-plus in new and renewed business signed by the new management, officials said, includes a weekly half-hour (Sun., 9-9:30 p.m.) to be sponsored by Baltimore Gospel Tabernacle, through Walter F. Bennett Agency, effective Oct. 6; a contract with Spring Air Co., Chicago, whose details were not disclosed immediately; renewal of *Voice of Prophecy* (Sun., 10:30-11 a.m.) by Voice of Prophecy Inc., and a renewal by the General Motors Truck Div. of eight five-minute newscasts a week.

The two latest additions to the Mutual lineup, Mr. Roberts reported, are KILL Lubbock, Tex., and WTOD Toledo.

What's the word in Hartford?



CBS Owned WHCT is first mornings too. Has the biggest share of audience and 17 of the top 25 daytime adult shows. CBS Television Spot Sales has the details. Latest Pulse

Moudy to New ABN Post

SELECTION of Dale L. Moudy, vice president and engineering director of the Storz stations, to fill the newly-created post of director of special station services for American Broadcasting Network effective Sept. 3 was announced Friday by Edward J. DeGray, ABN vice president in charge of station relations. In his new position Mr. Moudy will devote full time to providing stations with special assistance in areas of engineering, programming, traffic, exploitation, accounting, research and other matters. Mr. Moudy is the second Storz executive to join ABN recently. Stephen Labunski, vice president and general manager of WDGY Minneapolis, became a network vice president last June.

MR. MOUDY

Mr. Moudy joined KOWH Omaha in 1946 as staff engineer and in 1949, when the Storz group purchased KOWH, he became studio supervisor. In 1953 he was promoted to director of engineering and in 1956, elected vice president.

Hatcher to New ABC-TV Post

RALPH S. HATCHER, regional manager for ABC-TV's station relations department, has been promoted to the newly created post of national manager of that department, it was announced Thursday by Alfred R. Beckman, ABC-TV vice president in charge of station relations. Mr. Hatcher joined ABC in 1951 as regional manager in radio station relations and switched to tv in 1955. He had been manager of WPLH Huntington, W. Va.

MR. HATCHER

WINR-TV, NBC Sign Contract

WINR-TV Binghamton, N. Y., will become an optional affiliate of NBC-TV effective Oct. 1, it was announced last week by Fred Stein, editor of the *Binghamton Press*, which owns the ch. 40 facility, and Harry Bannister, NBC vice president in charge of station relations. WINR-TV has been operating independently. NBC continues basic affiliation with WNBF-TV Binghamton, ch. 12 station which also carries CBS-TV and ABC-TV.

FOR WHIRLWIND SELLING ACTION THIS FALL...

JOIN THE NAVY ON WRC!

NAVY'S NINE GAME FOOTBALL SCHEDULE (with the exception of the Army-Navy game) IS NOW AVAILABLE FOR FULL OR HALF SPONSORSHIP ON WRC, WASHINGTON, D.C. Here's a winning vehicle for your product advertising in the nation's Capital... with thrill-a-minute action by one of the country's top-ranking teams. Here, too, is a perfect setting for your institutional advertising campaign... with the color, excitement and prestige of service academy football providing the backdrop. For militant force in your Fall advertising, Go Navy on WRC, Leadership Radio Station in the nation's Capital. Coverage in Baltimore is also available. Your NBC Spot Sales representative will give you full details. Call him, or call WRC Sales Manager Harry Karr at Adams 4-5400 now. First game September 21!

WRC · 980 WASHINGTON, D. C.

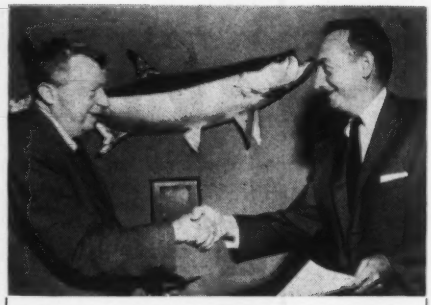
SOLD BY NBC SPOT SALES

CBS Inc. Net Tops $10 Million, $1.33 a Share, for First Half

CONSOLIDATED net income of CBS Inc. for the first six months of 1957 amounted to $10,199,193, compared with $5,308,990 earned in the comparable period of 1956, it was announced Wednesday by Board Chairman William S. Paley.

The current earnings are equivalent to $1.33 per share, compared to 71 cents per share for the first six months of 1956. Mr. Paley noted that the figures for 1956 include a provision, after applicable tax credits, of approximately 35 cents per share to cover expenses and losses attributable to the discontinuance of the CBS-Columbia Division.

Net revenues and sales for the first six months of 1957 totaled $186,798,814, an increase of 7% over the $174,274,387 figure for the corresponding period last year. The board of directors Wednesday declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable Sept. 13 to stockholders of record at the close of business Aug. 30.



KIRO-TV SEATTLE, under construction on ch. 7, is to be the basic CBS-TV affiliate for the Seattle-Tacoma market as of Feb. 8, 1958, according to an announcement today (Monday) by Edward P. Shurick, CBS-TV vice president and director of station relations. Here Saul Haas (l), president of the Queens City Broadcasting Co., which owns KIRO-TV, shakes hands with Mr. Shurick following the signing of the new affiliation.

CBS-TV Affiliates Assn. Sets Annual Board Meet Aug. 29-30

THE annual meeting of the board of the CBS Television Affiliates Assn. will be held at the Hotel Broadmoor, Colorado Springs, Colo., on Thursday and Friday, Aug. 29-30, it was announced last week. Discussions on programming, sales, station relations, research, promotion and engineering are scheduled, to be followed by the usual round table discussion of mutual problems.

Members of the affiliate board expected to attend are: Chairman C. Howard Lane, KOIN-TV Portland, Ore.; Paul Adanti, WHEN-TV Syracuse; Richard Borel, WBNS-TV Columbus, Ohio; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; T. B. Lanford, WJTV (TV) Jackson, Miss.; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Clyde Rembert, KRLD-TV Dallas; James Russell, KKTV (TV) Colorado Springs, Colo.; Frank E. Busby, eastern director for Extended Market Plan stations, and Rex Howell, western director for Extended Market Plan stations.

CBS-TV executives expected to attend the meeting will be Merle S. Jones, president; Hubbell Robinson Jr., executive vice president in charge of programming; William H. Hylan, vice president of sales administration; Richard Salant, vice president, CBS Inc.; William B. Lodge, vice president of engineering and station relations; Edward P. Shurick, vice president and director of station relations; Carl Ward, national manager of station relations; John Cowden, operations director, advertising and sales promotion, and Robert Wood, manager of contracts and records, station relations.

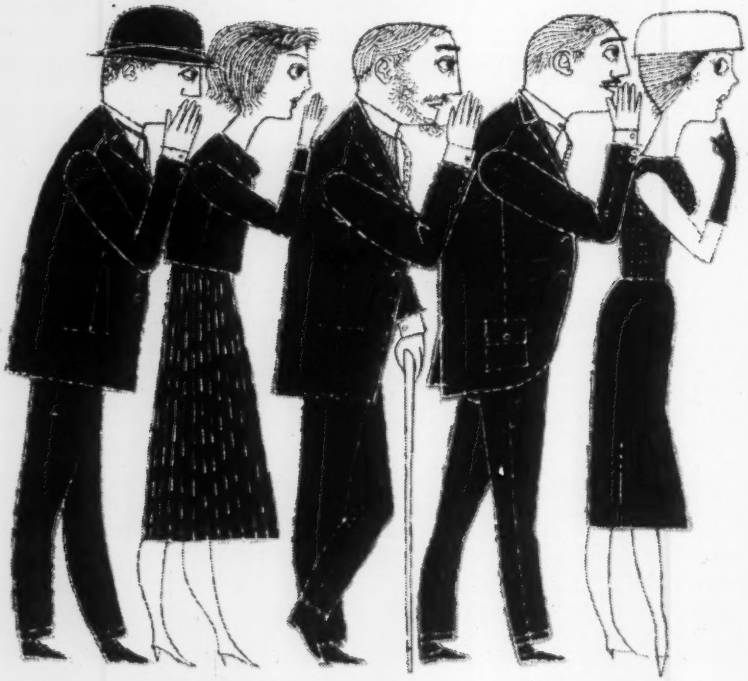
CBS-TV Reports Daytime Boom

CBS-TV claimed it is "heading toward the greatest daytime sales season in its history" last week and announced that 83% of its daytime availabilities have been sold to date. On Wednesday, Thomas H. Dawson, CBS-TV vice president for network sales, reported that four daytime programs—*The Garry Moore Show*, *Arthur Godfrey Time* (simulcast), *Art Linkletter's House Party* and *Edge of Night*—were completely sold out. The four shows account for 50 quarter-hours weekly. Remaining availabilities are selling "rapidly," Mr. Dawson said.

NBC Reports New Video Effect

A NEW camera process, "Colormatte," created and developed by NBC-TV engineer Frank Gaskins and Milt Altman, head of the network's graphic arts, will be introduced for the first time on the premiere of *The George Gobel Show* (alternate Tuesdays 8-9 p.m. EDT) Sept. 24. The development is adapted to existing color tv cameras and electronically mixes the background shot on one camera with the foreground shot of another to give the effect of a single picture, according to Alan Handley, producer-director of the *Gobel Show*. The process is possible only with tv color cameras, he said, but the results are equally effective when seen on black-and-white receivers.

Heard about Hartford?



CBS Owned WHCT is first evenings too. Has the biggest share of audience and 15 of the top 25 evening shows. To get the facts, call CBS Television Spot Sales. Latest Pulse

ARE YOU ON A SPOT?

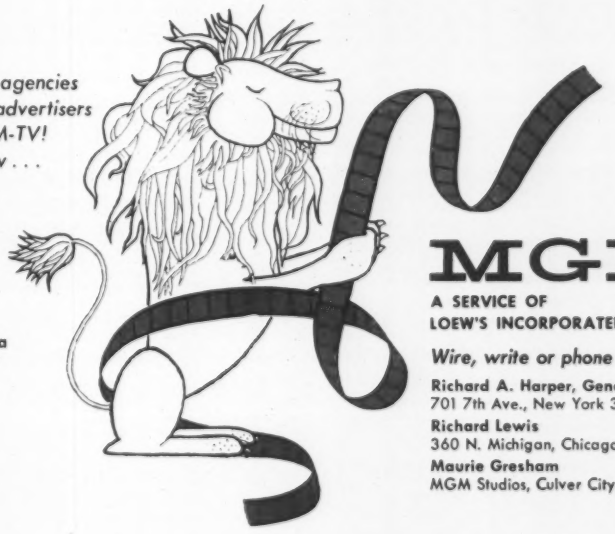
DO YOU NEED A COMMERCIAL IN A RUSH?

Do you have a last-minute TV spot problem? MGM-TV offers top quality and speed at budget prices. You can still meet your Fall production schedule thanks to the fabulous facilities of the Culver City studio!

ON A SPOT? JUST CALL LEO!

The nation's biggest agencies and most important advertisers are discovering MGM-TV! To mention just a few . . .

RCA
Eastman Kodak
Helene Curtis
Knickerbocker Beer
Maybelline
Pure Oil Company
Schlitz Beer
Standard Oil of Indiana
Houbigant Perfumes
Bell & Howell
Richard Hudnut
Pillsbury

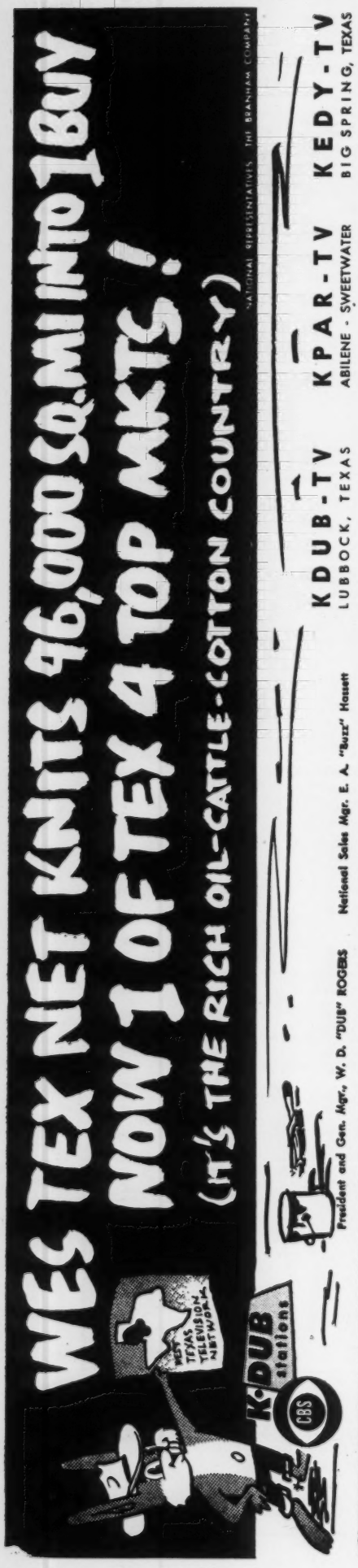


MGM-TV

A SERVICE OF LOEW'S INCORPORATED

Wire, write or phone

Richard A. Harper, General Sales Mgr.
701 7th Ave., New York 36, N. Y., JUdson 2-2000
Richard Lewis
360 N. Michigan, Chicago, Ill., RAndolph 6-1011
Maurie Gresham
MGM Studios, Culver City, Calif., TExas 0-3311


WES TEX NET KNITS 96,000 SQ.MI INTO 1 BUY
NOW 1 OF TEX 4 TOP MKTS.!
(IT'S THE RICH OIL-CATTLE-COTTON COUNTRY)
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS
National Sales Mgr. E. A. "Buzz" Hassett
President and Gen. Mgr., W. D. "DUB" ROGERS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
TEXAS TELEVISION NETWORK
K-DUB stations
CBS

STATIONS

STATIONS SUB FOR BOSTON PRESS

AS Bostonians continued without printed news last week, radio and tv were ready to give intensified news service for the duration of the mailers' union strike which cut off major dailies.

Sales departments also were busy taking care of extra business from department stores, theatres, real estate dealers, classified advertisers, race tracks and others who traditionally use print more heavily than the air.

WBZ-TV Boston added 18 newscasts to its regular weekend schedule of 56 as the strike went into effect Friday evening, Aug. 9. Hourly reports, program cut-ins, capsule newscasts, regular sports flashes and news additions to variety shows were scheduled. Program listings were shown regularly. To provide depth and comment on the day's news, WBZ-TV programmed a nightly analysis show featuring Westinghouse Broadcasting Co. newsmen and local editors.

News and sales staffs of WBZ-TV worked during the first weekend of the strike and prepared to stay on duty throughout the emergency. Some results of overtime in the sales department were:

A record response to a "classified" ID ad run by a dress manufacturer seeking employes. The advertiser, never before on tv, hoped that an ID Sunday night would turn up one or two applicants Monday morning. Twenty-two, all well qualified, had knocked at his door by 10 a.m. Monday, it was reported.

All major department stores joined the WBZ-TV advertiser schedule. Most used slide spots, but one, Raymond's Department Store, claimed excellent results from its first live, one-minute spot, which ran twice Monday. The store used a model (non-speaking) to show a dress and a chair, with results that warranted booking more live spots.

A real estate firm, Town & Country Homes, bought a 25-minute show last Saturday afternoon. Jane Day, the WBZ-TV weather girl, behind slides showing homes offered, described the listings. The show also featured a Federal Housing Administration representative, who explained new FHA terms and financing plans.

Westinghouse's Boston and Springfield radio stations, WBZ-WBZA, set up an "Operation Boston Beat," stepping up newscasts to every half-hour, and featuring "Minute Man" capsules. Mobile units were put on 24-hour duty and the stations' news plants kept ready.

WBZ and WBZA also provided a visual answer to the public cry for news. The stations installed a UP wire in the Statler Hotel downtown.

WNAC-AM-TV and the Yankee Network further augmented intensive broadcast service by increasing space and circulation of the "Dinergram," regular mimeographed newsletter furnished to hotels. The dining-room promotion piece has expanded to three pages of news briefs, theatre and radio-tv listings. Hotels have put the newsletter on their news-stands.

Another service, billboard news, was installed in the Boston Common Thursday by the Yankee stations, cooperating with the John Donnelly billboard advertising agency. A painter has been standing by, erasing and updating, as developments are fed from the Yankee newsroom.

WORL remembered advertising agencies in the news emergency and has been providing them with daily printed newsletters. Stepped-up broadcast service by WORL includes newscasts twice an hour, with frequent bulletins between, obituary coverage, announcements of meetings, increased community news and public service announcements.

WNBC (TV), WKNB SET DISASTER PLAN

WNBC (TV) AND WKNB New Britain, Conn., both NBC-owned stations, have evolved an "Operation Emergency Plan" which was discussed with the stations' staffs at two meetings last month at the start of the hurricane season.

The stations, which have gone on emergency operations four times in the last three years during hurricanes, floods and ice storms in Connecticut, prepared what they report to be a detailed blueprint for emergency operations. The stations have a constantly-manned emergency telephone open, to be used only to receive warnings of "impending disaster." Weather Bureau, civil defense, police and fire officials have agreed, say the stations, to give them immediate notification in the event of any emergency, so they may alert the listening public and pass along official warnings and advice.

During an emergency, WNBC (TV) and WKNB operate through a special command, administered by a four-man board under Peter B. Kenney, vice president and general manager of the stations. Gustave Nathan, WKNB commercial manager, is chief administrator of Operation Emergency. Frank A. Wooding, director of promotional affairs, heads an information section; John P. Shipley, operations manager and chief engineer, heads a facilities section, and David Scott, WNBC national sales manager, is in charge of an operations section. Any of these men may put the emergency plan into effect.

The information section is charged with gathering all news and information, the facilities section with keeping the stations on the air, the operations section with all programming, transportation and personnel. As the stations put it: "All 80 staff members are required to be available, and outsiders who fill out the emergency staff are alerted."

"Jaxie" Jacksonville leads the FLORIDA parade ---

SEPT. 1st

WFGA-TV

Channel 12

JACKSONVILLE, FLA.
becomes basic

NBC

For A Service Area of 64
Florida-Georgia Counties

TV Sets	228,997 (1)
Population	1,511,300 (2)
Buying Power	$1,785,944,000 (2)
Retail Sales	$1,562,627,800 (2)

(1) Television Magazine, July 1957
(2) Sales Management Survey of Buying Power 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

FLORIDA'S COLORFUL STATION!

THE HIGHEST TOWER in Eastern U.S.

(4th highest in the world)

is being erected right now at

Augusta, Ga.

1292 feet above ground
1375 feet above average terrain
1677 feet above sea level

1½ million people in 100 microvolt contour
OVER 1 million in Grade B

Over twice the TV homes of the other Augusta TV station

THE SOUTH'S NEW & GREATEST AREA STATION

100,000 watts
low band VHF
NBC & ABC networks

WJBF CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

Gerity Co. Announces Move To Flint, Mich., Airport Bldg.

GERITY BROADCASTING CO. is opening executive offices and national sales headquarters at the Bishop Airport, Flint, Mich., it was announced last week by James Gerity Jr. Mr. Gerity owns WNEM-TV Bay City Mich. (which also serves Flint, Saginaw and Midland, all Michigan), WPON Pontiac and WABJ Adrian, both Michigan.

The move was announced after the Flint City Council approved the company's proposal to occupy space in the air terminal building. Downtown Flint offices will be vacated by the firm. At the same time Mr. Gerity said WNEM-TV would add more newscasts from the airport location.

Establishment of the new headquarters is part of continuing expansion plans, which call for addition of more stations to the Gerity group, according to the announcement. Offices continue to be maintained in Saginaw, Bay City, Pontiac, Adrian and New York.

Clark Announces New Rep Firm

CORTLAND T. CLARK has announced formation of a new radio representation firm, Clark-Taylor Co., to cover Washington and Oregon markets. Headquartering at the White-Henry Stuart Building in Seattle, the firm also has offices in Spokane and will establish another in Portland, Ore. The Seattle telephone number is Mutual 2662. Mr. Clark lists the following initial clients: KGA Spokane, KGON Portland, KLOQ Yakima, Wash., and KALE Pasco and KUEN Wenatchee, both Wash.

WTTG (TV) May Buy WRC-TV Tower

THE tower currently used by WRC-TV Washington, NBC o&o station, is slated for transfer to WTTG (TV) Washington when the NBC outlet moves at the end of the year to its new location on Nebraska Ave., in the nation's capital. WTTG, operating on ch. 5, is using a tower site across the Potomac River in Virginia. WRC-TV operates on ch. 4. Negotiations for purchase of the tower by WTTG are reported near completion. WTTG estimates it would cost $250,000 to adapt the structure and move transmitting equipment to the WRC-TV site.

SOUNDING the depth of saturation radio, the new Lochwood Shopping Center bought an entire 24-hour day on KLIF Dallas and moved the station out to the suburbs for the development's opening day last week. From 12:01 a.m., Aug. 13, until midnight that night, merchants of Lochwood completely dominated KLIF programming, all of which emanated from an air-conditioned sound studio built especially for the purpose. Confirming arrangements for the schedule are (l to r) Don Newberry, account executive of KLIF; Bill Dunagan of Clark, Dunagan & Huffhines, agency for the shopping center, and Dale Drake, general manager of the station, which was able to clear the decks for Lochwood's opening day by moving regular advertisers to other spots in the week.

BRIDGE NO BARRIER TO WWL-TV

TV ENGINEERS are used to barriers. Every day the path of progress leads them through, over and around such obstacles as skyscrapers, horizons and adverse weather conditions. But in New Orleans the technicians had to go under a problem to find its solution.

For WWL-TV, granted ch. 4 in New Orleans last month, the problem was raised by the massive Mississippi River Bridge. Plans were announced for the bridge and construction started after WWL-TV had acquired sites for its tower and studio on opposite banks of the river. The bridge would stand directly in the way of the studio-to-tower microwave signal, and to go over it would require a tower taller than the Civil Aeronautics Authority would countenance.

So the WWL-TV experts decided to go under.

This was no pat solution, however. The signal would have to travel in available headspace between the tallest ship mast and the bridge, and this area could be reduced by flood waters. Surveys were made. Government agencies and steamship lines were checked. It was found that the largest ship ever to come into New Orleans was the carrier, *U.S.S. Antietam*, which sported an 89-foot mast. Commercial lines said none of their vessels' masts ever exceeded 85 feet. Some Navy crafts have higher masts, but they ordinarily tie up at wharves on Canal Street beyond the bridge.

After establishing a narrow and exact safety margin, J. D. Bloom, chief engineer of WWL-TV, announced the microwave beam would undercut the bridge at an elevation of 95 feet, mean gulf level. The dish antennas at tower and studio have been adjusted to beam microwaves between mast-tops and bridge.

This out of the way, construction of studios and transmitter plant is proceeding apace, the station reports, and it expects to make its scheduled bow on the air next month.

WORC . . . . WORCESTER, MASS.

FIRST . . . . . in ratings

FIRST . . . . . in audience acceptance

FIRST . . . . . in prime availabilities

now represented by

YOUNG REPRESENTATIVES, INC.

New York • Chicago • St. Louis • Los Angeles • San Francisco

In Boston: Harry Wheeler & Co.

Seven Stations Sold; WTMV Brings $212,500

SEVEN am stations, topped by the $212,500 sale of WTMV East St. Louis, Ill., have been sold during the past 10 days for a total consideration of $902,000.

Robert W. Day (90%), New York radio-tv advertising executive, and Donald H. Richardson (10%) purchased WTMV from Curtis Radio Casting Corp. (WGBF Evansville, Ind.). The 20-year-old outlet is on 1490 kc with 250 w.

KLAD Klamath Falls, Ore., was sold by Philip Jackson to Burt Levine and associates (KOMA Oklahoma City and WROV Roanoke, Va.) for $175,000. Blackburn & Co., station broker, handled the sale of the 1 kw daytimer on 900 kc.

In another sale handled by Blackburn, WMT Cedar Rapids, Iowa purchased KEOK Ft. Dodge, Iowa, from H. W. Cassill and associates for $150,000. KEOK is an independent on 540 kc with 1 kw daytime.

James H. Sawyer, 40% owner (20 shares) of WABR Winter Park, Fla., has filed for FCC permission to purchase 60% (30 shares) in the station owned by Ray Gunckel Jr. for $126,500. Mr. Gunckel's stock in the licensee, Orange County Broadcasters Inc., will be retired following Commission approval of the transaction. Mr. Sawyer then will become sole stockholder of Orange County, which also holds cp for ch. 18 WEAL-TV Orlando. WABR is on 1440 kc with 1 kw daytime and holds a cp for 5 kw. Mr. Sawyer and family also own WKKO Cocoa, Fla.

Multiple-station owners John M. and Anne McClendon purchased KANV Shreveport, La., from Travis T. Hailey for $100,000. The station is on 1050 kc with 250 w. The McClendons own KOKY Little Rock, Ark., 50% of WNLA Indianola and WOKJ Jackson, both Mississippi, and formerly owned WKDL Clarksdale, Miss.

WSKI Montpelier, Vt., has been sold by Arthur Tacker and associates to Nayte Schoonover and Ellis E. Erdman for $75,000. The station operates on 1240 kw with 250 w. Messrs. Schoonover and Erdman have interests in WTKO Ithaca and WONY Owego, both New York. The sale was negotiated through Allen Kander & Co.

Also handled by Allen Kander was the sale of WLBG Laurens, S. C., by J. R. Dalrymple and C. W. Hogan to Charles W. Dowdy for $63,000. WLBG is a daytimer on 860 kc with 250 w. Mr. Dowdy formerly owned stations in Georgia and Florida. The sale was handled by Allen Kander & Co.

All seven of the station transfers are subject to FCC approval.

FLY UNITED, THE RADAR LINE

Here's why you enjoy smoother flights, more on-time arrivals when you fly United, the Radar Line:

Radar lets United Mainliner® pilots map the weather up to 150 miles ahead, pick the smoothest corridors of air.

United pioneered airliner radar, developed it with Radio Corporation of America. Today, United has the most radar experience and the world's largest radar fleet, with fleetwide installation now nearing completion.

For reservations, call United, or an authorized travel agent.

WORLD'S LARGEST RADAR FLEET

UNITED AIR LINES ®

KWTX (TV) Waco, Tex., Airs Editorial on Brazos Dam Project

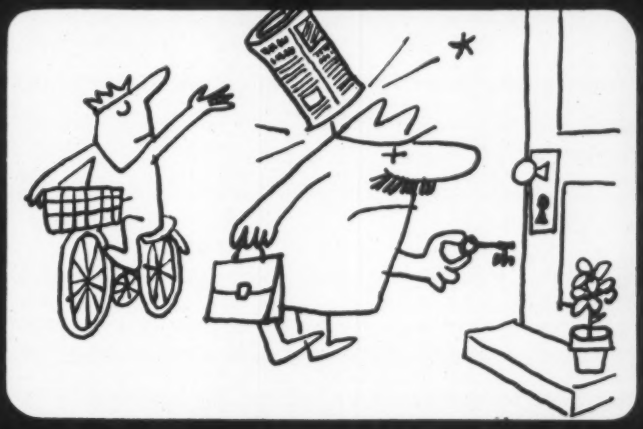
THE first tv "editorial" to be run by KWTX (TV) Waco, Tex., has resulted in more than 1,000 letters received by the state governor's office. KWTX claimed its tv editorial last month was the first of its kind in Texas.

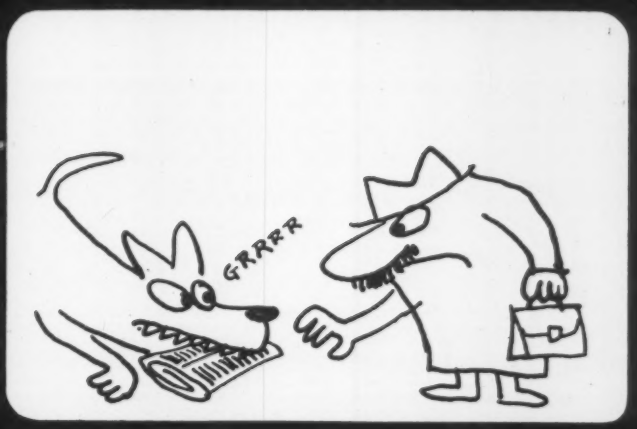
The program, entitled *Editorial—the Story of the Brazos River*, was aired during prime evening time (9-9:30 p.m.). The station spoke in favor of the proposed six-dam Brazos River project and asked viewers for support in the form of letters to Gov. Price Daniel.

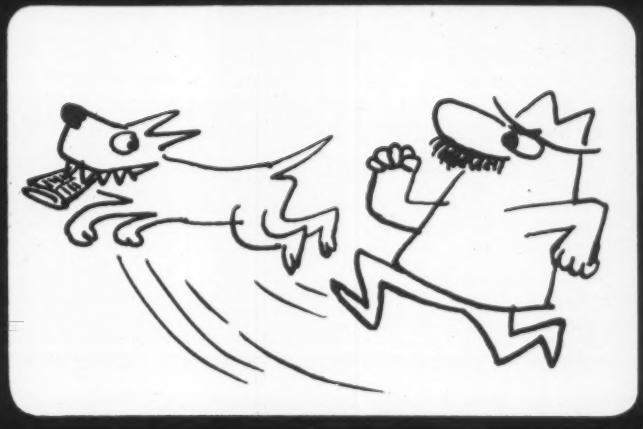
KWTX reported receiving 191 letters in the first 48 hours following the program.

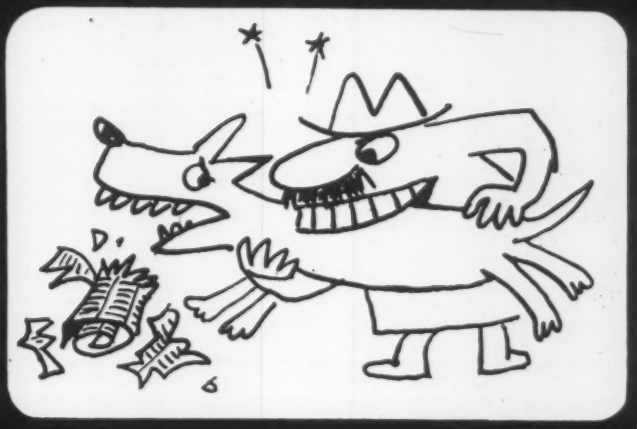
ACTING on the thought that viewers might be taking the blessings of free (as opposed to fee) tv for granted, John H. Schacht (l), vice president and general manager of KBET-TV Sacramento, last month started sloganizing on the "free" theme. Harvey Tepfer (r), station promotion manager, has spotted slogan slides through the broadcast schedule and in all KBET-TV newspaper ads.

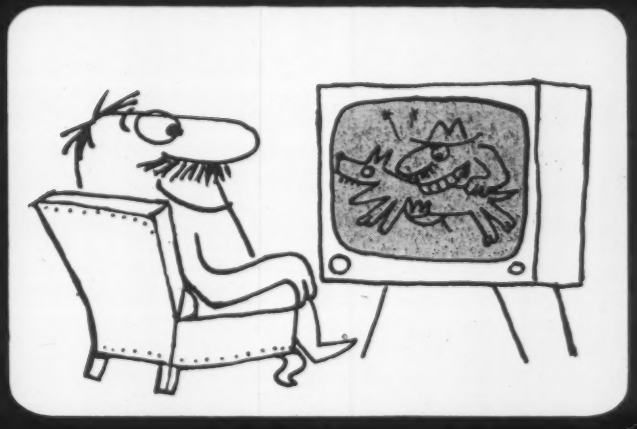
In newsy San Diego it's all on Channel 8!











Of the top 50 shows in the San Diego market, 8 are KFMB-TV produced news programs . . .

Channel 8 news programs are the highest rated multi-weekly programs . . . the highest rated news programs . . . and highest rated programs in their time segment.

In San Diego to watch the news . . . means to watch KFMB-TV—Channel 8.

** Nielsen, Dec. 1956*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

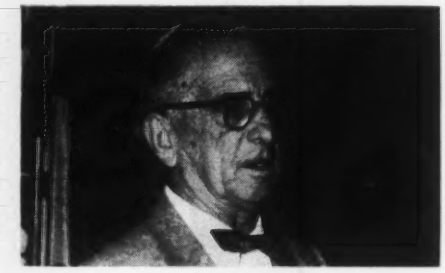
SAN DIEGO

America's more market

EARLY BROADCASTER PASSES ON THE OBSERVATIONS OF 35 YEARS

THERE's been a lot of progress in broadcasting since John M. Outler sat in on the first WSB Atlanta broadcast 35 years ago. Last Monday this industry pioneer delivered what he called his "swan song" to the Georgia Assn. of Broadcasters, meeting in Savannah. He recalled broadcasting's history and indulged in some sermonizing based on his experience. Today (Aug. 19) Mr. Outler is 65. He retires next Jan. 1 as general manager of WSB-AM-TV.

Mr. Outler was one of the founders of the Georgia Assn. of Broadcasters in 1940 and of the Georgia Radio Institute in 1947. He is a former chairman of the NARTB Radio Board and still serves as a director-at-large for large stations.



JOHN M. OUTLER

MY COMPANY, Atlanta Newspapers Inc., put into operation the first broadcasting operation in this state and in the South. I was with the company and it was my privilege to be in the studio audience for that first broadcast. I like to think that I have been in the audience ever since, regardless of duties that have taken me elsewhere from time to time. This business of being in the audience and of understanding first hand the end product of a transmitter is still of greater moment than most of these fancy formulas for programming from juke box preferences, or letters from teenagers, or ratings derived from an infinitesimal percentage of the available audience. Much of the hypocrisy laid on radio's doorstep derives from either ineptitude or a desire to program the station with no expenditure or a minimum of mental effort. Or, worse still, letting the representative of a record company glorify, bribe and browbeat your underpaid program personnel into arbitrary choices of music.

The early days of radio in Georgia were geared entirely to public service. And even with the advent of commercialism there were strict limits as to how far you could go in either content or volume in selling goods for those who patronized us. Your franchise and your call letters were sacred matters, and audience attitude was the important thing.

There are those of us who can recall the era when the engineer was monarch, speaking a shibboleth that only another engineer could understand—concerned only with a signal modulated up to the limit prescribed by law. He was the only Joe who knew how he had "haywired" the transmitter and the control apparatus—and he wouldn't talk, at least so that you could understand him.

All that has changed. You can buy broadcasting equipment out of a catalogue and the stuff is plainly labeled. And the manufacturer will install it, and it works. A remaining relic of this by-gone era is a rusty and silly rule in the FCC regulations requiring that an engineer remove his carcass from his easy chair every half hour, read the meters on the panel and enter his observations in the log. In other government agencies, such as the Weather Bureau, they have found that an automatic recording device does a better, more accurate and more dependable job. However, the horizon of automation is fast closing in and the day is not far distant when you can spend your money on good equipment and get your money back in operational savings—and at the same time pay advantageous wages for worthwhile work.

Broadcasting also has evolved from the era when the backyard shack of the radio ham provided the architectual pattern for the rest of the premises. As an essential and integral part of home and community life, broadcasting is deserving of a location on the main street of the town—just as much as a bank or a church or even a newspaper. Most of those in broadcasting who have existed in attics or cellars or quonset huts seem to regard program operations in the atmosphere of their environment and can be overlooked only on the basis that they are probably in business only for the purpose of milking a fast dollar out of the more gullible advertisers—a sort of broadcasting pawnshop where the three balls over the front door mean the odds are 2-1 the advertiser won't get his money's worth.

There is no geography in this, and the matter of power seems to be relative. Small stations and large stations—in minor markets and major centers—it appears that the operation which evidences the greater pride in its premises and in the physical appearance of its quarters and equipment is at the same time the one providing a program service which lives up to that pride. And—just as surely—it is the station which commands the greatest respect from the greatest count of available audience. You have to conclude that you are respected by the public only so far as you apparently respect yourself.

It is a fair assumption that much of the criticism aimed at broadcasting by its selfish opposition or even by those who are concerned and interested in the welfare and future of broadcasting has its genesis in a frequently apparent lack of regard—by the broadcasters—for the way we loom up in the community. The advent of television in

RATE CARD

RELIGIOUS MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$20.00	$18.50	$16.50

* *one of the 9 sections available from*

The SESAC Transcribed Library

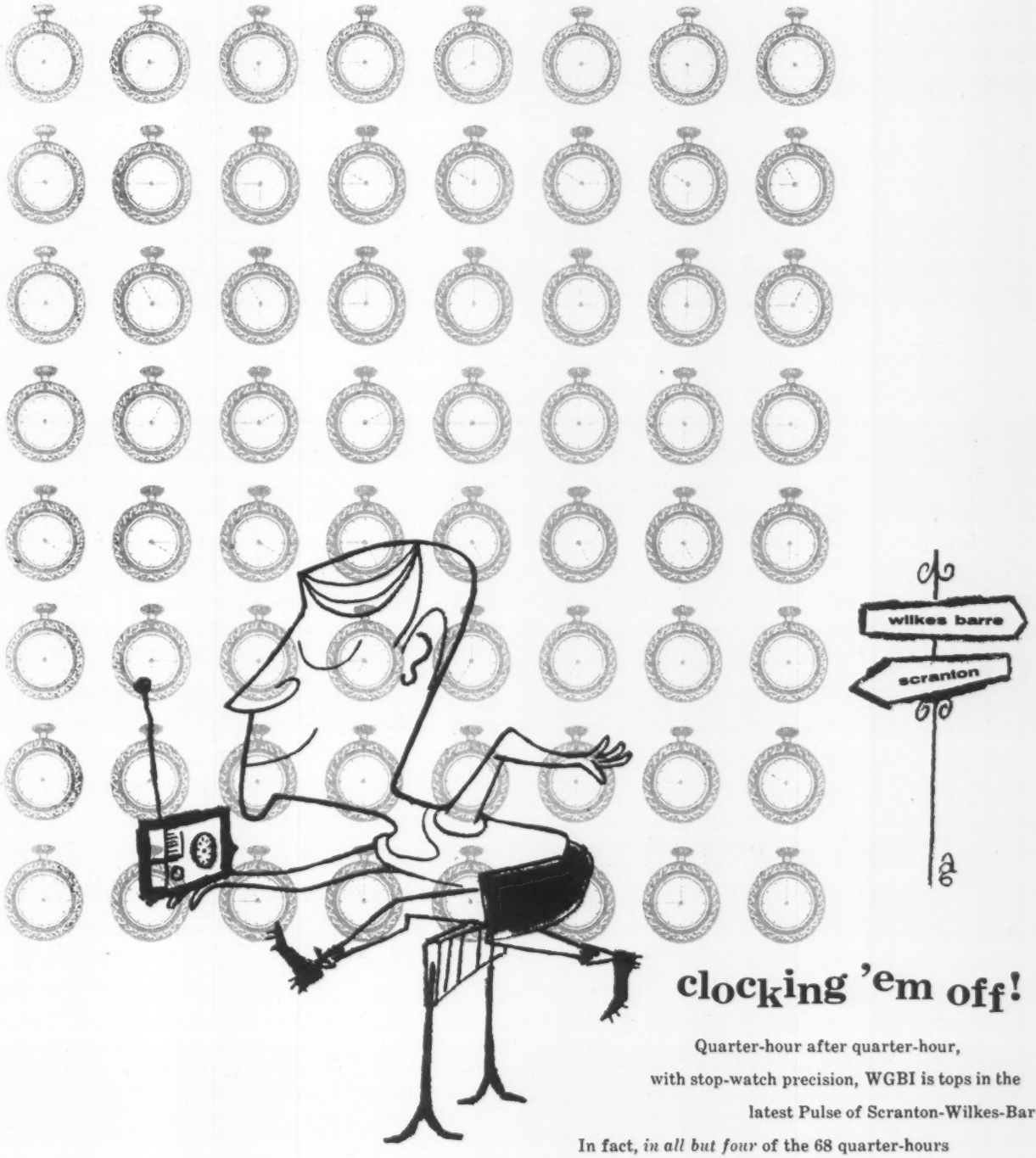
THE RELIGIOUS MUSIC SECTION CONTAINS:

- 826 religious selections—music for all denominations.
- Descriptive program notes for each selection.
- High caliber, universally appealing scripts.
- Outstanding artists on top quality discs.

For complete information, write—

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.



clocking 'em off!

Quarter-hour after quarter-hour,
with stop-watch precision, WGBI is tops in the
latest Pulse of Scranton-Wilkes-Barre.
In fact, *in all but four* of the 68 quarter-hours
between 7:00 a.m. and midnight, Monday through Friday,
WGBI tops the ratings in *both markets.*

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* · Richard E. Nason, *General Manager*

A Date with Del

After a big splash in Chicago and St. Louis radio, and dramatic parts in New York television, Del has come home to give all Middle Georgia a touch of glamour, genuine Southern friendliness, and just plain charm, on her Monday through Friday program at 11 a.m. Her main interests (and those of her viewers) are people—national celebrities, hometown folks, and neighbors doing a job for other neighbors. Her message "gets through" and so will YOUR sales message.

How would you like "A Date with Del?" Your next campaign needs one!

MACON, GA.

National Rep.
Avery-Knodel, Inc.

[*Outler Speech, continued*]

any area only serves to make the matter of "front" more imperative.

An average of the radio stations in Georgia shows that the average open published rate for an hour's time is a few cents more than $61 compared to $456 for television—nearly $400 more than radio. The comparison may not seem fair to those not in television, but both are cast as broadcasting. And while radio can claim that it performs along lines forbidden television, the fact remains that the competition for audience is within the same broad sphere. You cannot sell even a $50 rate card while you are wearing a $10 suit of overalls.

Another measure of broadcasting's increased stature can be found in industry consciousness on the part of the majority of broadcasters and the realization of the part each one of us plays in the over-all picture. There was a time when evidence on all sides pointed to the fact that stations in the smaller and more remote areas of the country were wont to regard public service obligations as being of small moment—and better left to the operator who had a major stake in the game. It is still that way but there are definite signs of real improvement.

We are all part of an industry which reflects its dignity in proportion from every single transmitter in the country. Indifferent programming, rate cutting, devious ways to make a quick buck—all excused and rationalized in some manner or another—have an impact which reaches from coast to coast. And the good name of broadcasting suffers by just that much.

I have heard too many of us in broadcasting leave our woes on the hard doorstep of the networks of the country. And we may be right, although it is a safe bet that these same screamers will be back in network headquarters, hat in hand, if the profit angle again assumes ascendency. But I suggest that our woes are just as much traceable to our own willingness to sell a birthright for a mess of potage. A zealous public servant in Washington can find good and ample grounds therefrom to indict a whole industry. And that tendency is getting just a little too fashionable to suit my notion.

Barnett, Long Take New Posts In Blair Radio Organization

MR. BARNETT

MR. LONG

PROMOTION of three executives in the New York office of John Blair & Co., radio station representatives, is being announced by President John Blair today (Monday). The changes are part of a strengthening of John Blair's program of cooperating with stations on the application of program techniques and in sales development.

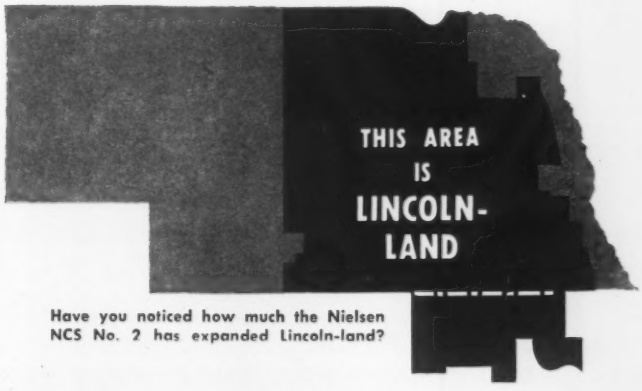
Wells H. Barnett, assistant sales manager, becomes station operations manager, a new post and a new department. Albert C. Long, a salesman and account executive, moves up to director of sales development, and Mary H. Mason, assistant sales development manager, becomes station service manager in the sales development department.

Mr. Barnett was associated with WLS

MEETING in New York last week to discuss a KTLA (TV) Los Angeles film purchase in excess of $1 million and subsequent promotion plans were (l to r) James J. Rue, KTLA director of advertising, promotion and publicity; Henry R. Flynn, KTLA assistant general manager; H. Preston Peters, president of the station's newly appointed representative [AT DEADLINE, Aug. 12], Peters, Griffin, Woodward, and George Castleman, of PGW's new tv business development department.

A 60-day promotion for KTLA's new fall schedule, which will go into effect Sept 22, will include singing IDs by the Modernaires vocal group, a buried treasure search, mystery celebrity guessing contest, a $10,000 viewer telephone contest, skywriting and airplane banners, radio spots, billboards, bus posters and direct mail advertising. In addition to the $1 million film purchase, which includes first run syndicated shows and the Universal Pictures library of "horror" films, KTLA will feature new live shows.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

KOLN-TV, delivers Lincoln-land — a big 69-county market with 191,710* television families.

The KOLN-TV market is as independent of Omaha as Hartford is of Providence . . . or Syracuse is of Rochester.

Latest Videodex, ARB and Telepulse Surveys *all* prove that KOLN-TV is the *big* Lincoln-land favorite — day and night!

Ask your Avery-Knodel man for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.1	5.1	4.8	3.5
1:00-5:00 P.M.	12.5	7.3	6.5	4.5
5:00-11:00 P.M.	22.3	12.0	9.5	6.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WTVT (TV) Tampa, Fla., is honored by the American Cancer Society for "an outstanding contribution in the fight to conquer cancer," as Nelson Mason (l), publicity chairman and board member of the county unit of the ACS, presents a special distinguished service award to P. A. Sugg, WTVT manager. The station was cited for *Search*, its 30-minute documentary program on cancer which was used by the ACS to launch the 1957 cancer drive in the Tampa area last April.

Chicago beginning in 1939, joining Blair after World War II in 1946 as its sales development manager in Chicago. This department was transferred to New York in 1950 with Mr. Barnett directing a long-range expansion program for the unit. Mr. Long joined the research department of Dancer-Fitzgerald-Sample in 1951, became assistant account executive on Campbell soup and later chief timebuyer for the agency on Procter & Gamble. At McCann-Erickson, beginning in 1954, he was group supervisor of air media on the National Biscuit Co. account. He went to Blair as an account executive in May 1955.

Miss Mason was executive secretary in 1952 to Campbell Arnoux, president of WTAR Norfolk, Va., and joined Blair in New York two years later.

Radio's Outdoor Value Cited In Memorandum by Blair & Co.

RADIO's supremacy over outdoor posters as America's "No. 1 outdoor advertising medium" has been buttressed by new highway travel developments, according to John Blair & Co., station representative.

The company has outlined in a memorandum entitled "How Radio Sells Outdoor America" various reasons for radio's "leadership" in outdoor advertising, among them: an increase in car radios, the further construction of modern highways where few posters are visible, a step-up in the pace of motor travel with reduced opportunity for eye-attention to anything off the road, growth of boating fans with subsequent increase in radio's outdoor audience and local programming designed for auto and other outdoor radio listening.

LONG RUN ENDS

A 25-year stage run ends Aug. 31 when the *WLS* (Chicago) *National Barn Dance* plays its last engagement at that city's Eighth Street Theatre. The reason: Hilton Hotels Corp. last week completed negotiations for the theatre's purchase from WLS Inc. for an undisclosed figure. The 33-year-old program is being shifted to WLS studios starting Sept. 7 (no studio audience) and also will tour local communities on an expanded scale. Since it started in the Eighth Street Theatre in 1932, the folk music series has played to 2,617,375 paid admissions—considered unique for a radio program—including two shows each Saturday evening.

KERB Broadcasts Murder Trial, Receives Praise From Judge

BROADCAST of an entire murder trial was carried by KERB Kermit, Texas, with the jury unaware the proceedings were on the air. The coverage brought praise from Judge G. C. Olsen, who said, "We live in modern times. I feel that radio plays an important part in our community life."

The case was brought directly to the people without editorializing, he added. All testimony and proceedings were broadcast, with Vaughn Brinson, co-owner-general manager of KERB, and Ernest A. Stodhill, commercial manager, narrating during recesses.

KJAY Topeka Names Young

KJAY Topeka, Kan., has signed representation agreement, effective immediately, with Young Representatives Inc. Station operates on 1440 kc 1 kw N, 5 kw D directional. Edward Schulz, recently of KMBC Kansas City, has become KJAY executive vice president and general manager.

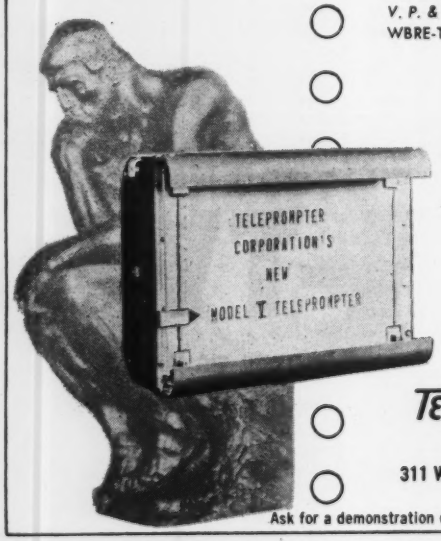
PRISONERS PICK KOPR

RIOTING prisoners at Montana State Prison prefer KOPR Butte, especially when listening for messages from the state attorney general, it would seem. Montana officials, trying to make contact with rioters, found the only way to talk to all the men was via radio. KOPR, covering the riot with mobile unit and telephone reports, was designated by the inmates as the station to which they were listening. The attorney general's message was carried by beeper phone from Deer Lodge, where the prison is located, to Butte, then aired over KOPR to be picked up by the rioters' radio sets.

...its words to the wise are sufficient

"TelePrompTer is the difference between mediocrity and the real professional job. We would be unhappy without it."

Mr. David Baltimore,
V. P. & Gen. Mgr.
WBRE-TV Wilkes-Barre, Pa.



TelePrompTer Service is indispensable to leading TV performers . . . top stars, announcers, singers, narrators and top ad lib personalities.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

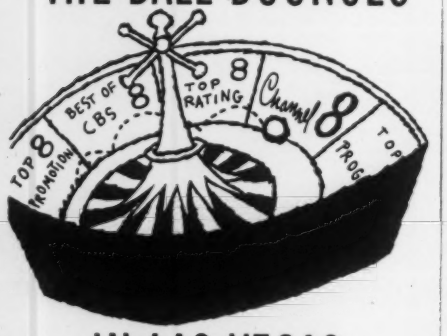
Ask for a demonstration of our new TelePro 6000 . . rear screen projection at its finest

Enter Chicago's charmed circle for sales...WGN-radio

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

Consistent high program quality, at the lowest cost, makes WGN a good buy—your smartest buy today in Chicagoland!

THAT'S THE WAY THE BALL BOUNCES



IN LAS VEGAS

FOUR YEARS OF UNDISPUTED LEADERSHIP

FOUR YEARS TOP COVERAGE

FOUR YEARS TOP RATINGS
(completed Pulse and ARB surveys)

55,000 WATTS TOP POWER

FOUR YEARS TOP PROGRAMMING

and . . Top promotion in the Top morning newspaper, The Las Vegas Sun.

KLAS-TV LAS VEGAS NEVADA
CBS Television Network
Channel 8

Represented by WEED TELEVISION

THE BIG NEW SOUND IN EAST TEXAS IS

BUDOLE FORMER POWER

KTBB TYLER TEXAS

1000 WATTS 600 KC

Ask Venard Rintoul & McConnell, Inc., in New York & Chicago or Clyde Melville in Dallas about the all new programming on KTBB in which "News & Music" predominate, plus the only Tyler station with mobile news unit, award winning news staff, radio farm director and 28 county coverage.

DATELINES

Newsworthy News Coverage By Radio and Television

PHILADELPHIA—WIP-AM-FM covered two important accidents during the past few weeks which were costly in both money and injuries to persons involved. At the beginning of the month the station reports it covered completely and immediately the events following a subway short-circuit at Erie Station in north Philadelphia. WIP reported directly from the accident scene as well as from the three hospitals where the more than 70 persons injured in the resulting panic were taken.

The following week the station handled "complete coverage" of a $400,000 factory explosion and fire in Norristown, Pa. Direct on-the-scene reports were aired minutes after the explosion, says the station, on WIP's all-night *Dawn Patrol*, hosted by Gene Milner.

MINNEAPOLIS-ST. PAUL—Richard Tenneson, the Minnesota GI who defected to the Reds while in a North Korea prison camp and spent more than two years in Communist China before deciding to come home, made his first radio appearance on WDGY, reports the station. Mr. Tenneson told the WDGY *Night Beat* audience: ". . . It is inevitable that the people of China will overthrow the Communist government." He talked with listeners on the air through the exclusive WDGY multi-phone system, the station said.

LAKE CHARLES—KPLC Lake Charles, La., reports its coverage of tropical storm "Bertha" the week before last was complete and accurate, with staffers working around the clock to give news to the station's listeners as well as an estimated 75 other stations across the country and the NBC Radio Network. KPLC reports it is the only station with a direct line to the Lake Charles Weather Bureau, and all stories were fully verified before being aired.

INDIANAPOLIS—WFBM-TV's film news department is represented in the research expedition to the Arctic region, which began the week before last and is sponsored by Indiana and Purdue U. scientists as well as Indiana Gear Co. officials. Dale Schofner, WFBM-TV chief photographer, will film various projects of the expedition for the station. The remote area being visited is inhabited by igloo-dwelling Eskimos with reportedly only one boat touching the region's shores each year.

SALT LAKE CITY—KDYL-AM-FM reports its mobile communications unit recently broadcast first news of a brush fire, which had been started by lightning. Staffers Jack Goodman, Del Leeson and Jack White broadcast direct from the scene of the mountain-top fire, which could be seen from virtually the entire Salt Lake Valley.

REPRESENTATIVE APPOINTMENTS

KISS-FM San Antonio appoints FM Unlimited, Chicago.

REPRESENTATIVE SHORTS

Peters, Griffin & Woodward Inc., announces establishment of office in Dallas to be managed by **Charles Payne,** account executive with Bloom Adv., same city. New office is located at 333 Merchandise Mart, Dallas. Telephone: Riverside 7-2398. Mr. Payne will handle radio stations exclusively. Company's tv clients in southwest area will be serviced by **Hal Thompson,** manager of PG&W's Fort Worth office.

STATION SHORTS

Star Broadcasting Stations (WBBF Rochester, WGVA Geneva and WTLB Utica, all New York) name Wesley Assoc., N. Y., to handle advertising and promotional activities.

WCBS-TV New York reports latest figures available for June show 22% increase in gross sales this year over June 1956.

WPFH-TV Philadelphia appoints W. S. Roberts Inc., same city, to handle advertising and promotion.

WCHS-AM-TV Charleston, W. Va., plan to conduct radio-tv clinic for representatives of 93 community organizations on Aug. 23 at Morris Harvey College, same city. Purpose of clinic is to "acquaint organizations with workings of two media in order to improve quality of local public service efforts in broadcasting." Stations may be contacted for reservations.

WPDQ Jacksonville, Fla., now operating on 24-hour schedule.

WMBR Jacksonville, Fla., appoints Southern Adv. Inc., Miami.

KPER Gilroy, Calif., is scheduled to start broadcasting Aug. 31 on 1290 kc, 5 w.

WFGA-TV Jacksonville, Fla., started test pattern operation last week and will begin daily programs Sept. 1 as basic NBC-TV affiliate.

MILESTONES

► CARL AKERS, Denver radio-tv newscaster, has started his 10th year with KLZ-AM-TV.

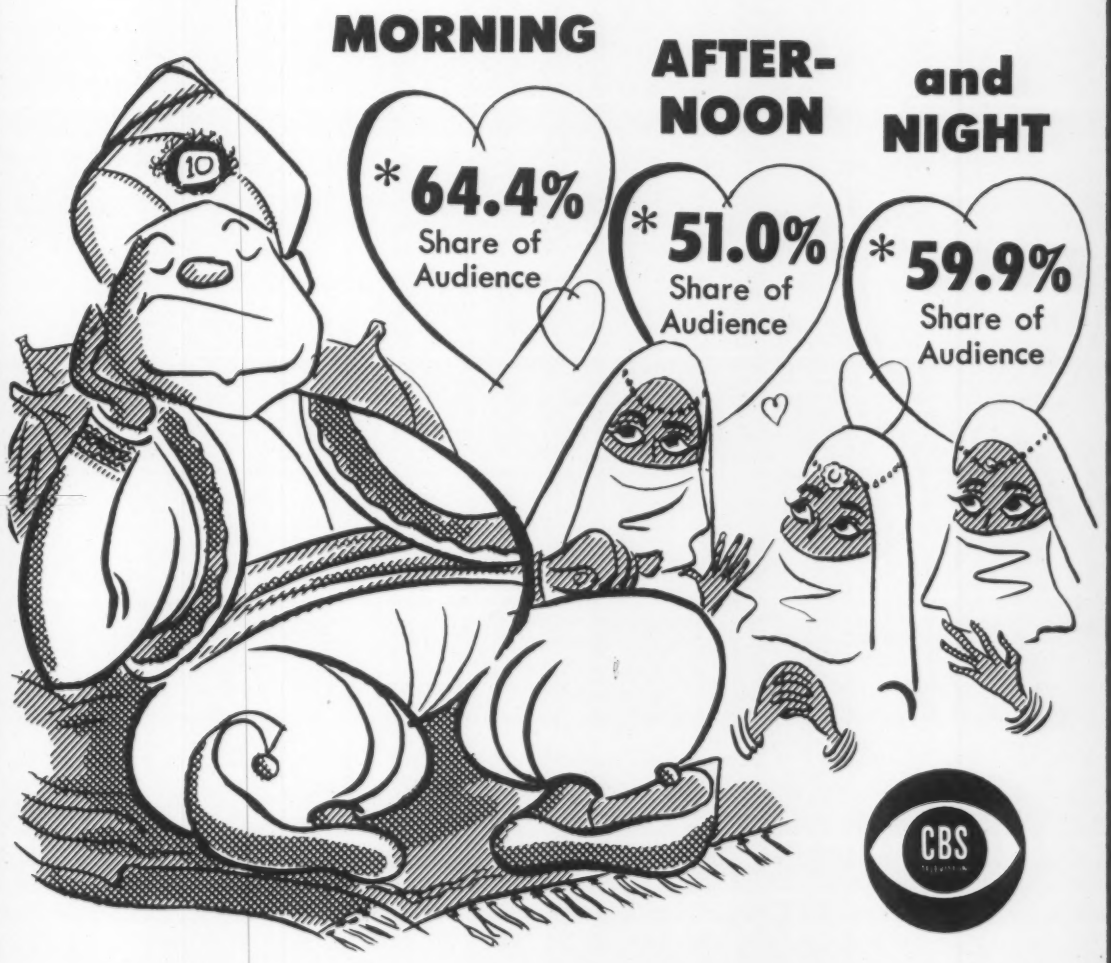
► NORMAN LOUVAU, sales manager at KRON-TV San Francisco, observed his 10th anniversary with station July 19.

► MARIAN YOUNG TAYLOR, radio's "Martha Deane," celebrated her 16th anniversary on air at WOR New York Aug. 5th.

► WKAR East Lansing, Michigan State U. station, marks its 35th anniversary Aug. 21.

► RICHARD LANE, KTLA-TV Los Angeles, celebrates his 15th anniversary with station.

HO, HUM! It's the same old story . .



* LATEST ROCHESTER ARB REPORT, FEBRUARY 1957

ROCHESTER, N. Y.

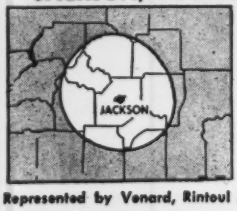
National Representatives:
THE BOLLING CO. (WVET-TV)
EVERETT-McKINNEY (WHEC-TV)

IN ROCHESTER . . . IT ALL ADDS UP TO 10

HEAR YE

More listeners hear
WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
than the other three city stations combined
AM-FM NBC 5000 W—600 KC
AFFILIATE FOR
WINSTON-SALEM/GREENSBORO/HIGH POINT
CALL HEADLEY-REED

WDXI-TV CBS
JACKSON, TENNESSEE
Channel 7



Covering half million people in the mid-South
Represented by Venard, Rintoul & McConnell, Inc.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

PARAMOUNT PITCH ATTACKS FREE TV

- **Telemeter shown in New York**
- **Power to outbid admitted**

PARAMOUNT PICTURES last week brought its closed-circuit pay tv system from Los Angeles to New York, and with it:

• An attack on "free" (commercial) tv—"Last year, no less than 56 network shows were canceled by their sponsors. In July of this year—at a time when two of the three major networks are usually sold out for the fall season—all three networks found themselves with substantial periods of prime evening time still unsold. Yet production costs still continue to rise without a letup and talent and program material are being consumed at an unprecedented rate."

• Admission that toll tv program suppliers, because of big anticipated revenues, could outbid networks for broadcast rights to outstanding sports events such as baseball's World Series.

• Assertion that Paramount hardly would dictate policy on whether or not a franchise holder of a Telemeter wired pay system could or should program commercials.

• Claim that Telemeter has a number of bids from national manufacturers for commercial production of units for the system, and another, that Telemeter is negotiating with about a dozen potential franchise holders.

• Prediction that at least one Telemeter lessee will be operating a wired system in a matter of months. Fox West Coast Theatres was named as a future franchise holder with which a deal reportedly is about set.

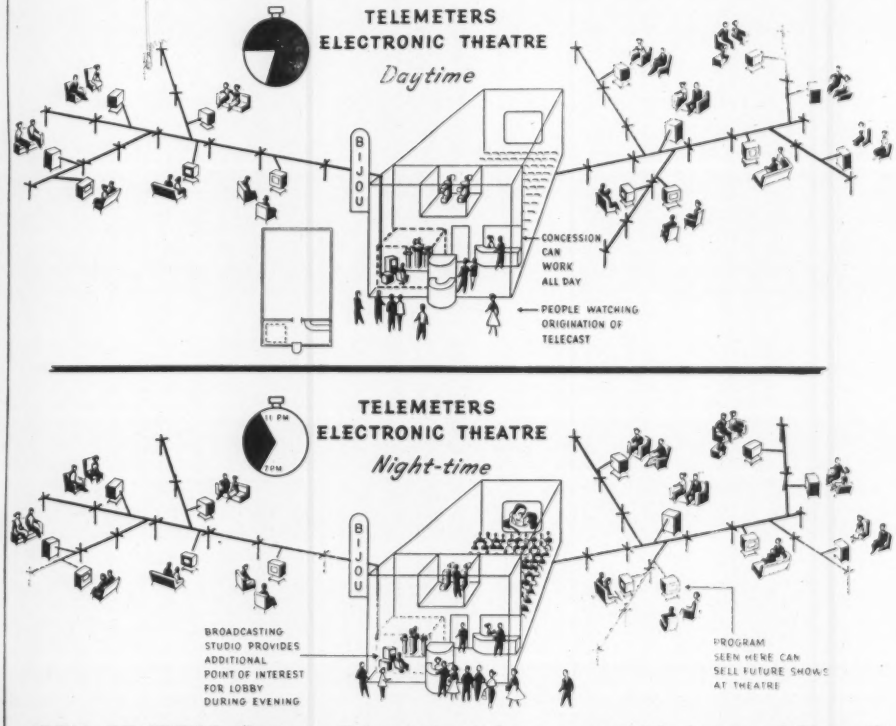
• Assurance that a wired system could be converted immediately to a broadcast system on FCC consent.

Demonstrations of the closed-circuit system started Tuesday at New York's Savoy Plaza Hotel and will continue through this week. The first day was set aside for newsmen.

On hand at the Tuesday demonstrations were Paramount President Barney Balaban; Louis A. Novins, Telemeter's vice president and managing director; Paul MacNamara, a Telemeter vice president, and Paul Raibourn, vice president of Paramount Pictures.

Paramount opened shop for its wired subscription system last spring [B•T, March 25]. It then held a series of demonstrations in Los Angeles, inviting motion picture exhibitors, operators of community antenna systems and others possibly interested in operating the closed-circuit tv system to inspect equipment and place orders.

During a question period with newsmen, Mr. Novins admitted that with a potential $25 million toll tv "gate" from the World Series, it is logical to expect that toll tv franchisers could outbid the estimated $1



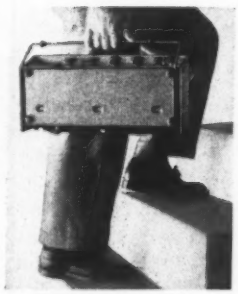
THIS DRAWING illustrates Telemeter's pitch to a potential theatre exhibitor-toll franchise holder. It offers the dual inducements of (1) extending the exhibitor's feature product into neighborhood homes as well as his theatre, and (2) putting his theatre facilities to work during now-unused daytime hours. Under Telemeter's plan the exhibitor would set up pay-tv facilities in the lobby area of his theatre, attracting passers-by to watch the proceedings and also to patronize his concession stand. At the same time the pay-tv service would be collecting money on home sets while the theatre screen is dark. At night the exhibitor would collect money at both sites—through admissions at the theatre and through the coin box attachment on home tv sets.

Portable Remote Amplifier

COMPACT!

LIGHTWEIGHT!

CONVENIENT!



Take the BN-6A with you to the ball park, the boxing bouts, and enjoy new convenience and performance! Also ideal for use in department store promotions, parades and other remotes. Designed and functionally styled especially for remote radio and television use, this amplifier is fully transistorized and the lightest equipment of its type, weighing only 15 pounds. Completely self-contained for either battery or AC power operation, it assures amplification and control facilities needed for high quality transmission to studio via telephone lines.

The BN-6A provides four separate input channels that can be operated either single ended or balanced. It is capable of greater output level with less distortion. This provides for normal level with ample reserve. Cueing and monitoring facilities are included, and plug-in transformers are used for balanced operation. Comes complete with portable carrying case, equipped with carrying handle adjustable for stacking.

Ask your Broadcast Representative for complete information about this advanced Amplifier. In Canada: write RCA VICTOR Company Limited, Montreal

These wanted Features!

- All controls located on front panel, including illuminated VU meter, mixer controls, master control, phone jack, cue switch and power switch.
- Long-life Mercury batteries.
- Alternate germanium rectifier power supply.
- High-level mixing—four separate channels.
- New RCA Type 2N175 low-noise transistors which serve as input amplifiers.
- Amplified cue signal from studio.
- Functionally styled package.

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

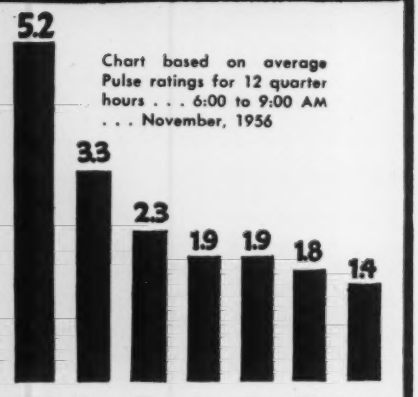


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

WEJL

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, PENNA.

New Issue

180,000 Shares

(Par Value $.10 per share)

TELESTUDIOS, INC.

CLASS A CAPITAL STOCK

The Company offers complete television production services for the manufacture of TV commercials and kinescopes in its plant at 1481 Broadway, New York City.

These shares are offered as a speculation at

$1.50 per share

Offering circular may be obtained from the underwriter

JOSEPH MANDELL COMPANY

37 Wall Street New York 4, N. Y.

Please send me Offering Circular on TELESTUDIOS, INC.

Name .....

Address .....

City ..... Zone ..... State .....

million paid by NBC (now the top bid) for broadcasting rights to the games.

At another point, he said, toll tv would present programs not now available on free television, sporting events and those programs which may become "less available" on free tv. He did not elaborate why certain programs might become less available on free tv.

Mr. Novins and Mr. Balaban also emphasized that while toll tv could present all the wonderful entertainment they claim it can present, Telemeter will not be concerned with programming nor with controling programming other than to assure compliance with morality and good taste. Programming would be left up to individual franchisers, they said, and "we would prefer it to be that way." Asked if Paramount Pictures Corp. would supply programming Mr. Balaban replied, "Paramount would be only one among a great number of product suppliers."

The Paramount officials repeated their estimates made in Los Angeles, pegging the minimum number of installations for an economically practical system at between 2,000 and 2,500 and cost of installing Telemeter attachments to receivers and wiring connecting homes to the studio (via cable) at about $30 per home.

Telemeter operates with a coin box attachment to the set, providing a "barker" (information on programs) and toll tv channel selector. The box takes coins from 5 cents to $2 in any combination.

As in the Los Angeles demonstrations, a complete Telemeter studio layout and a tv receiver with Telemeter coin unit attachment were shown in operation.

Before the actual demonstration, a TelePrompTer color slide presentation was made on "The Telemeter Story." This "story" began with a "look at the dollars and cents of television" and an headlong assault against commercial tv.

Points made: in 10 years the public paid $15 billion to acquire and maintain more than 40 million tv receivers; there was novelty at first but soon "the public's taste began to assert itself," and selectivity took over with a "result" today that advertisers are in a "life and death struggle for ratings." Unless a sponsor can deliver his commercial message, the story went on, at a price commensurate with other advertising media, "his dollars inevitably will go to those other media."

To provide "top quality" programming for the American public, tv must have a new source of revenue, the Telemeter story recounted, and the practical answer, or course, is "pay-as-you-see-tv."

During this presentation, Telemeter claimed that a $3 million feature film production could recoup its cost over a single weekend; the New Year's Day Rose Bowl football classic could "easily" gross $5 million; a $1 million "gate" for a prize fight "would be an ordinary occurrence," while the World Series could gross as much as $25 million.

Pay-Tv Backers Oppose 'No Commercial' Clause

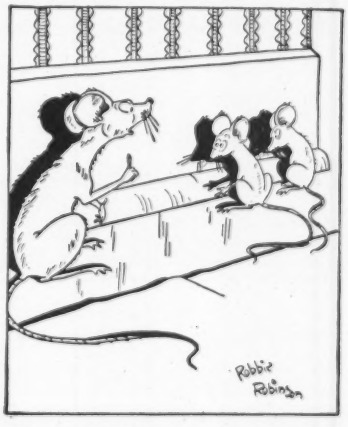
WHILE toll tv advocates have repeatedly offered the "no commercials" argument as a virtue of pay-see television, two of them last week refused to commit themselves on the exclusion of commercials from their plans.

In San Francisco, Skiatron Tv Corp. fought a clause in a proposed franchise there which would specifically forbid commercials from the toll service. In New York, International Telemeter (see page 92) stated that it could not dictate whether its prospective franchise holders would include commercials in their operations.

Alan Lane, Skiatron vice president and director of engineering, maintained that his company has no intention of using commercials and has not requested advertising rights. He admitted, however, that Skiatron had protested the "no commercials" clause which had been written into a preliminary draft of a franchise covering the installation and operation of a toll tv system in San Francisco, where Skiatron has asked for a 50-year nonexclusive franchise.

"Such a clause has no place in a municipal franchise," Mr. Lane said, noting that all that is asked of the city is the right to string wires across its streets to enable the company to transmit its programs from the point of origin to the homes of subscribers. "The city might just as well put in a clause that the men who install and service the equipment in the homes of subscribers shall not burgle these dwellings. This is a have-you-stopped-beating-your-wife sort of thing. It's ridiculous."

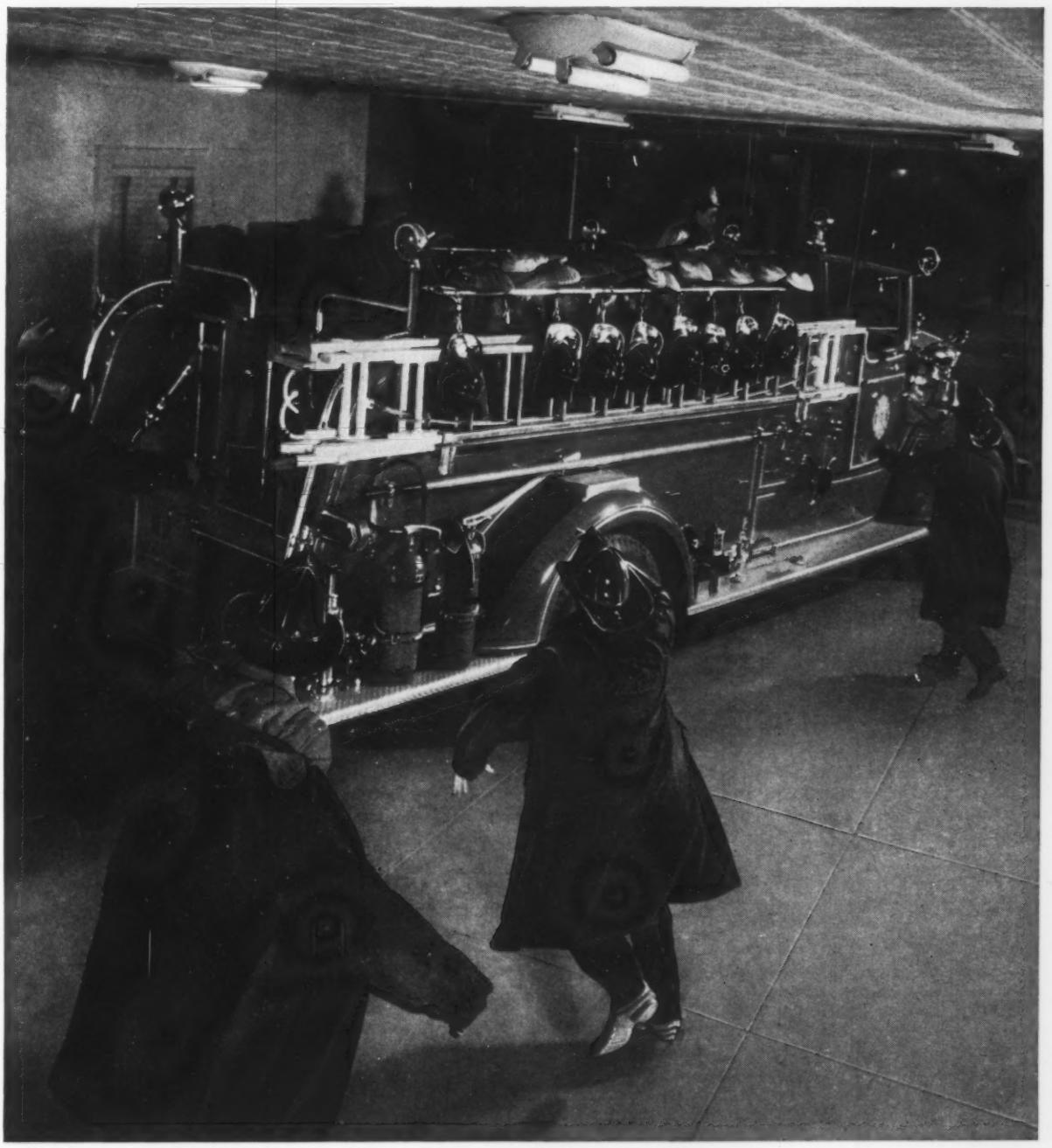
It might also be unduly restrictive, Mr. Lane pointed out. Skiatron proposed to provide tv coverage of the baseball games of the New York Giants if they become the San Francisco Giants. "Suppose in covering a fielder's attempt to catch a long fly, the camera picks up a sign within the park advertising Coca-Cola. This might be interpreted as taking advertising into the homes of our subscribers and, if our franchise contained a no-advertising clause, of



"You will have fun with KRIZ *Phoenix, or be quiet as a mouse."*

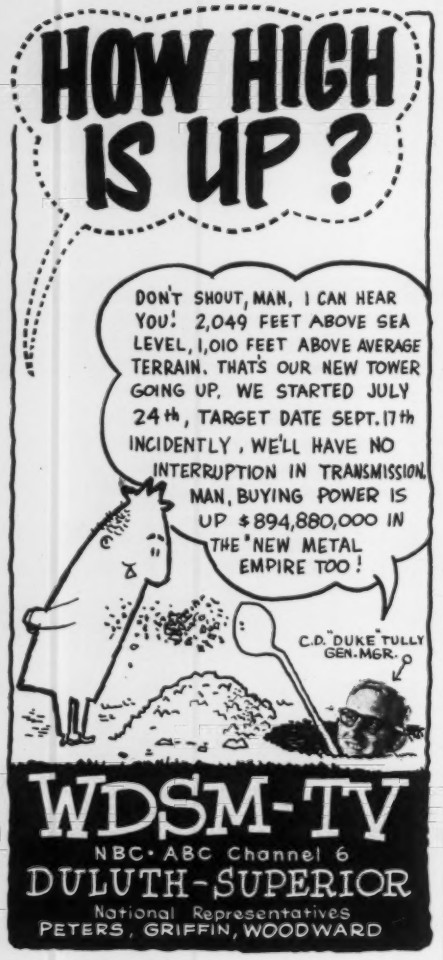
ESSO RESEARCH works wonders with oil

Triggering the starts that save lives



On what happens in the next second or so, hinges the fate of someone's property—perhaps even someone's life! A switch is turned, a starter is pressed—an engine takes hold instantly! Fast starting, anti-stalling and many other qualities of gasoline which today add to your safety and driving pleasure were pioneered by Esso Research. In this and hundreds of ways, **ESSO RESEARCH** *works wonders with oil!*

Esso


HOW HIGH IS UP?
DON'T SHOUT, MAN, I CAN HEAR YOU! 2,049 FEET ABOVE SEA LEVEL, 1,010 FEET ABOVE AVERAGE TERRAIN. THAT'S OUR NEW TOWER GOING UP. WE STARTED JULY 24th, TARGET DATE SEPT. 17th INCIDENTLY, WE'LL HAVE NO INTERRUPTION IN TRANSMISSION. MAN, BUYING POWER IS UP $894,880,000 IN THE NEW METAL EMPIRE TOO!
C.D. "DUKE" TULLY GEN. MGR.
WDSM-TV
NBC • ABC Channel 6
DULUTH-SUPERIOR
National Representatives
PETERS, GRIFFIN, WOODWARD

Only ONE is atop the *Continental Divide*
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

being a violation that might lead to our losing the franchise."

Matty Fox, Skiatron chief executive, echoed Mr. Lane's sentiments in New York. Said he:

"We have no intention of using commercials now or in the future on our wired system of pay television. But we still feel there should be no legal restriction on the use of commercials over such a system. After all, we cannot predict what is going to happen 5, 10 or 20 years from now. I repeat that we have no intention of using commercials, but we still feel that we should not be hampered by a 'no commercials' clause in the franchise. If circumstances are such in the future that commercials are needed to operate such a system, we would not want to be hampered by legal restrictions against them."

Marott Hotel Installs C-C

THE Marott Hotel, Indianapolis, has announced construction of a closed-circuit tv system, costing more than $50,000 and being installed this summer by Admiral Tv. Included are portable cameras, screens in public rooms and receivers in transient rooms.

The management of the hotel contemplates using the gear not only for business meetings but also to receive closed-circuit sports and other entertainment shows.

Irish Radio-Tv Producer To Offer Products in U. S.

A COMMERCIAL radio and tv producer in Ireland—Broadcasting Theatrical Productions Ltd., Dublin—intends to offer its made-in-Ireland product to U. S. radio-tv interests. A two-month survey of U. S. markets has been completed by Eammon Andrews, chairman of the firm. According to Mr. Andrews, an American representative will be appointed.

At present, the production firm supplies radio programs to Radio Eireann and to commercial sponsors (although radio is government-controlled in Ireland, some segments are sold commercially). The firm also has entered tv film production in anticipation that tv soon will be established in the country. The question now in Ireland is whether the government should accept outside financing of a tv system. Some American commercial interests reportedly have been negotiating with the Irish government on setting up a possible tv system.

U-I's Lipton Praises Radio For Motion Picture Promotion

RADIO was lauded last week as one of the best media for the promotion of motion pictures. The praise was bestowed by a man who ought to know, David A. Lipton, vice president of Universal-International Pictures, who pointed out that the tremendous increase in the number of independent stations in the country in the past 10 years has more than offset any adverse effects from the development of tv in the same decade.

Mr. Lipton backed up his complimentary remarks by pointing to a growth of two services utilized by U-I. One is a five-minute script, "Between the Hollywood Headlines," written so it can be used by a local commentator. This was started six months ago as a weekly service to 300 radio stations and now is sent "by request" to 1,000 stations, he said. He also reported an "ever-expanding market" for the company's five-minute open-end transcribed star interviews, timed for use just ahead of the release of the star's new picture. The list of stations using such interviews has grown from a handful 10 years ago to more than 700 stations today.

These examples, Mr. Lipton noted, illustrate the "wide open market radio offers for movie material"—movie material sent free for use as program fare. He made no mention of the fact it also is possible for the makers of motion pictures, as well as of other commodities, to buy radio time to promote attendance at the theatres showing their films.

CROOK CALLS CHUM

"TELEFLASH NEWS," the award-winning system whereby listeners of CHUM Toronto are paid for any eye-witness reports of accidents, fires, robberies and other news events used on the air, recently received a news item of unusual interest when an early morning (5:08 a.m.) caller informed CHUM disc jockey Hank Noble that he had just robbed the Ryerson Social Club. Mr. Noble notified police who soon discovered that the club indeed had been robbed of $15 cash and $20 in cigarettes.

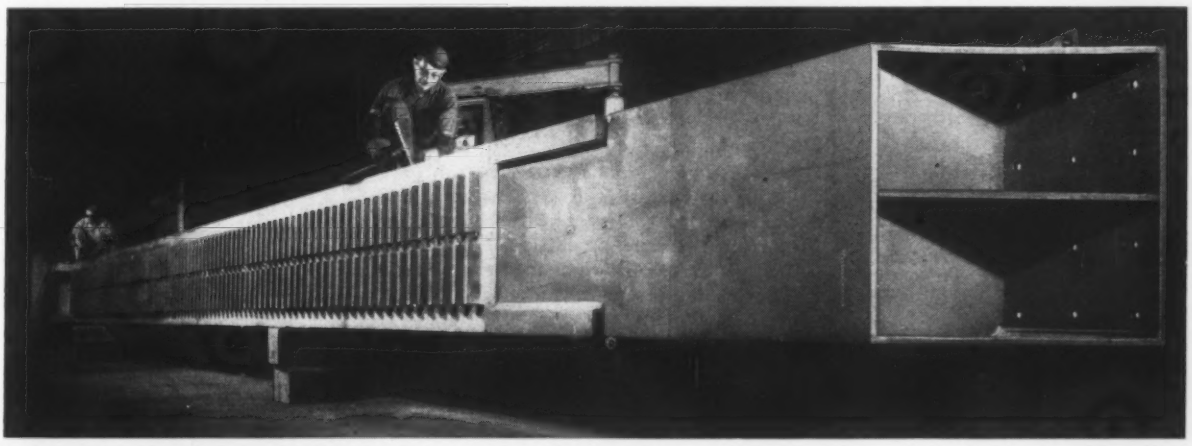
NBC-TV Plans Catholic Series

NBC-TV and the National Council of Catholic Men announced last week that a series of four half-hour television programs titled "Rome of the Popes" is being filmed on location this summer with the cooperation of the Vatican. Films are scheduled for presentation by NBC-TV's *The Catholic Hour* in January 1958. Paul Horgan, 1955 Pulitzer Prize winner in history, has written the scripts.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER—PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Only STEEL can do so many jobs so well

Steelaire Home. The entire structural frame of this house is made from tough, cold-formed steel, so it is unaffected by rot, fungus, and termites. Even more important is the fact that the steel frame resists warping and sagging. It's one of a line of *Steelaire* homes and is made by the U. S. Steel Homes Division of United States Steel.



World's Biggest Crowd. On power shovels, a "crowd" is the arm which moves the dipper and dipper-stick forward and back. It coordinates closely with the lift motion of the dipper, and is a key part in the operation of the shovel which must withstand extremes of stress at any temperature. This is a picture of the biggest crowd ever built, now installed on the biggest power shovel in the world. It's made from USS "T-1" Steel, the remarkable new constructional alloy steel developed by United States Steel. An exceptionally strong and tough steel, it is noted for its welding characteristics. *"USS" and "T-1" are registered trademarks.*

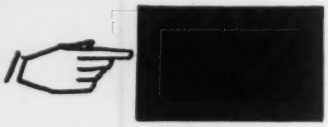
Slap That Bermudavarius! The Talbot Brothers of Bermuda, famous for their colorful calypso music, recently retired their homemade packing-case "bass viol," and proudly premiered in its place the world's first Stainless Steel bass viol (or dog house or Bermudavarius, as it's customarily referred to). An exact replica in USS Stainless Steel of their original homemade design, it was built for them under U. S. Steel's supervision by a well-known manufacturer of Stainless Steel sinks who commented that the fabricating job wasn't difficult—but certainly was *different*.

UNITED STATES STEEL

AMERICAN BRIDGE . . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . . NATIONAL TUBE . . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . . UNITED STATES STEEL HOMES . . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . . ***Divisions of*** **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

7-2213



This is a picture of a man winking at a pretty girl in the dark

IF YOU ARE WINKING AT THE HOUSEWIVES IN SAN ANTONIO, DO IT WHERE IT COUNTS . . . ON

KITE

More Daily Home Audience in ~~San Antonio~~ Than Any Other Station*

*"Cool Cats" get their kicks elsewhere! NCS #2

Call Avery-Knodel, Inc.

ONE OF THE FIRST 100 MARKETS

WHBF

RADIO & TELEVISION

COMING!

Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS

REPRESENTED BY AVERY-KNODEL, INC.

KRHM (FM) to Air, Syndicate New Milton Cross Music Program

KRHM (FM) Hollywood has signed music commentator Milton Cross to conduct a three-hour evening program, *Milton Cross Presents . . .*, to be broadcast on the station Mon.-Sat., 7-10 p.m., starting Sept. 2. Harry Maizlish, owner-operator of KRHM, said syndication plans call for the program to be offered initially to other fm stations and possibly later to am outlets.

MR. CROSS

Ira Marion, New York radio producer associated with Mr. Cross since 1943, will produce and direct the nightly program, to be taped in New York, with Mr. Cross handling KRHM commercials as well as the musical numbers performed.

Mr. Maizlish cited the Milton Cross series as an example of the station's programming policy, "which is to make fm radio—and KRHM in particular—radio at its best."

FM now is "coming into its own," he stated, "along with hi-fi, the desire for better music and for programs uncluttered by sponsors' excessive commercial messages. Over-commercializing on am, forced by the music-news-sports format and saturation purchases of spot advertising, has put fm in the position of at last realizing its vast potential."

'Nat Cole' to Replace 'Panic'

SUBSTITUTION of the summertime *Nat King Cole Show* for the filmed *Panic* series in the Tuesday 7:30-8 p.m. period starting Sept. 24, was announced by NBC-TV last week. *Panic* goes into "inventory," a network representative said. Nat King Cole has been in the Tuesday 10-10:30 p.m. period since July 1 and was chosen for the fall schedule because of the program's successful rating record, according to Manie Sacks, NBC vice president for television network programs. The fall program will continue to feature Mr. Cole with guest stars, Nelson Riddle and 16-piece orchestra and the Randy Van Horne Choral Group. The program will originate in Hollywood.

'World's Largest Clambake'

IN conjunction with the Snow Canning Co., Pine Point, Maine, WBZ-WBZA Boston-Springfield are presenting what is termed the "world's largest clambake." Continuous music, entertainment and guest stars, along with prizes totaling $10,000 plus free gifts for everyone attending will be offered. Two free tickets to the clambake may be obtained by writing in 25 words or less why you would like to attend. In addition, four labels from any of Snow's products will be required. Five hundred winners per week will be chosen until the quota of 5,000 is filled. The menu for the clambake consists of cream of clam stew (4,800 pints), steamed clams (200 bushels), broiled lobsters (5,000), corn on the cob (5,000 ears), baked sweet potatoes (6,000 lbs.), watermelon (200) and coffee (500 gallons). The dinner will be served cafeteria style.

KMOX Remails Radio Week Cards

KMOX St. Louis is remailing several of the postcards which it received in its Radio Week promotion [B•T, May 20] and has printed over the writing on the postcards to tell the story of its success. It explains that the 419,805 cards received are more than the population of St. Paul (Minn.), Sacramento (Calif.), Jacksonville (Fla.), Oklahoma City, Springfield (Mass.), or Syracuse, N.Y.; when stacked are higher than the Statue of Liberty, Chicago's Merchandise Mart or the St. Louis Telephone Bldg.; are greater than the capacity of Yankee Stadium filled 6 times, Madison Square Garden filled 22 times or Busch Stadium 14 times. It summarizes with: "This kind of listener response is available to KMOX advertisers not just during Radio Week, but 52 weeks a year."

WILY Offers $10,000 for Quads

TO promote its third anniversary, WILY Pittsburgh is offering $10,000 to an area mother who gives birth to quadruplets, provided her babies are born the closest to 6:30 a.m. today (Monday). The time and date chosen marks the day three years ago when WILY went on the air. In addition, the woman must be one of the first five mothers giving birth in Pittsburgh closest to the stipuated time and must give her children names with W, I, L and Y. The runners up will each receive a 52-piece layette. If any of the first five mothers have twins or triplets, the station will provide a layette for each baby.

WRC-TV Show Moves to WMAL-TV

THE *Safeway Theatre*, reportedly the top-rated local program of Washington television for the past eight years, will move from WRC-TV to WMAL-TV on Saturday, Sept. 7. Sponsored by Safeway Stores Inc., the feature film showcase will continue to show first-run properties starting at 10:30 p.m. Saturday and running until conclusion of the movie. John Batchelder, who has been with the show since its inception, will continue to serve as host.

HOWARD E. STARK

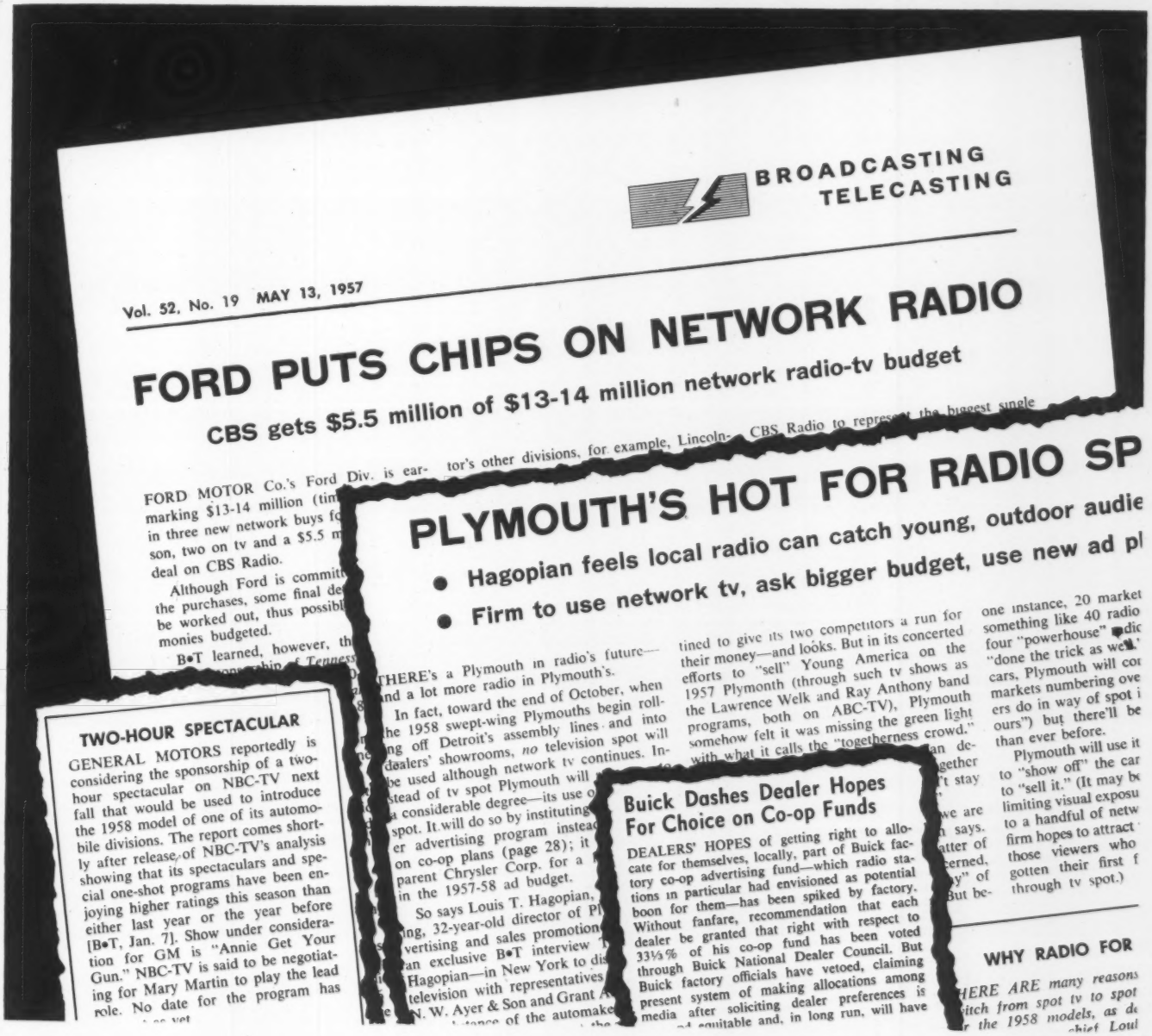
BROKERS and FINANCIAL CONSULTANTS

RADIO and TELEVISION STATIONS

50 EAST 58th STREET NEW YORK 22, N. Y.

EL 5-0405

All Inquiries Confidential



BROADCASTING TELECASTING

Vol. 52, No. 19 MAY 13, 1957

FORD PUTS CHIPS ON NETWORK RADIO

CBS gets $5.5 million of $13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is earmarking $13-14 million (tim... in three new network buys fo... son, two on tv and a $5.5 m... deal on CBS Radio.

Although Ford is committ... the purchases, some final de... be worked out, thus possibl... monies budgeted.

B•T learned, however, th...

tor's other divisions, for example, Lincoln-... CBS Radio to represent the biggest single

PLYMOUTH'S HOT FOR RADIO SP

- Hagopian feels local radio can catch young, outdoor audie
- Firm to use network tv, ask bigger budget, use new ad pl

THERE's a Plymouth in radio's future—and a lot more radio in Plymouth's.

In fact, toward the end of October, when the 1958 swept-wing Plymouths begin rolling off Detroit's assembly lines and into dealers' showrooms, *no* television spot will be used although network tv continues. Instead of tv spot Plymouth will ... a considerable degree—its use o... spot. It will do so by instituting ... er advertising program instead ... on co-op plans (page 28); it ... parent Chrysler Corp. for a ... in the 1957-58 ad budget.

So says Louis T. Hagopian, ...ng, 32-year-old director of Pl... vertising and sales promotion, ...an exclusive B•T interview ... Hagopian—in New York to dis... television with representatives ... N. W. Ayer & Son and Grant A... ...stance of the automake...

tined to give its two competitors a run for their money—and looks. But in its concerted efforts to "sell" Young America on the 1957 Plymouth (through such tv shows as the Lawrence Welk and Ray Anthony band programs, both on ABC-TV), Plymouth somehow felt it was missing the green light with what it calls the "togetherness crowd."

one instance, 20 market... something like 40 radio ... four "powerhouse" ...dio ... "done the trick as we... cars, Plymouth will co... markets numbering ove... ers do in way of spot i... ours") but there'll be ... than ever before.

Plymouth will use it ... to "show off" the car ... to "sell it." (It may be ... limiting visual exposu... to a handful of netw... firm hopes to attract ... those viewers who ... gotten their first ... through tv spot.)

TWO-HOUR SPECTACULAR

GENERAL MOTORS reportedly is considering the sponsorship of a two-hour spectacular on NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its spectaculars and special one-shot programs have been enjoying higher ratings this season than either last year or the year before [B•T, Jan. 7]. Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for Mary Martin to play the lead role. No date for the program has ... as yet.

Buick Dashes Dealer Hopes For Choice on Co-op Funds

DEALERS' HOPES of getting right to allocate for themselves, locally, part of Buick factory co-op advertising fund—which radio stations in particular had envisioned as potential boon for them—has been spiked by factory. Without fanfare, recommendation that each dealer be granted that right with respect to 33⅓% of his co-op fund has been voted through Buick National Dealer Council. But Buick factory officials have vetoed, claiming present system of making allocations among media after soliciting dealer preferences is ...d equitable and, in long run, will have

WHY RADIO FOR

HERE ARE many reasons ...itch from spot tv to spot ...r the 1958 models, as de... ...chief Loul...

This 100 Million Dollar Decision Affects You!

You've read about it—right here in the pages of B-T magazine. The old co-op advertising program has been abandoned by the auto industry. Factory executives now have the final say on where, when, and how, the $100 million radio-TV pot will be split.

These decisions are being made now. They involve a greater number of men than your representatives can cover on a personal basis. Men who *can* be influenced if you act quickly.

Here's how: These men, who are now stronger in the buying picture, control this huge expenditure on radio-TV. They also have one thing in common. They are all automobile men. This means that you can tell them—and their agencies—your selling story quickly and economically, through a *single* national trade publication, their own AUTOMOTIVE NEWS.

Ask your own Detroit representative. He'll agree that AUTOMOTIVE NEWS reaches the men he must sell—and reaches them *first*. Here's why. AUTOMOTIVE NEWS—and AUTOMOTIVE NEWS alone—gathers, sorts, edits and interprets the vital happenings of the dynamic auto industry every week. To deliver this news—while it still *is* news to 44,000 paid subscribers* (some 150,000 readers) is the job of 14 full-time editors and 106 correspondents.

Find out how AUTOMOTIVE NEWS can carry your message to this influential group of automotive executives and their advertising agencies. But don't delay—the decision must be made soon. Get in touch with your nearby AUTOMOTIVE NEWS representative today.

** 86 percent of whom annually renew their subscriptions at the regular $8 rate. They're offered no premiums, cut-rates or special inducements.*

NEW YORK: Edward Kruspak, Ray Billingham, Howard E. Bradley, Murray Hill 7-6871.
CHICAGO: J. Goldstein, William H. Gallagher, State 2-6273.
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-0495.
LOS ANGELES: R. H. Deibler, Dunkirk 3-0303.

The Most Influential Publication in the Automotive Industry

The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
DETROIT, MARCH 18, 1957
Dealers Ready for Spring Market . . .
New-Car Stocks Rise to 729,000

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

HOTEL New Weston
MADISON AT 50TH
English Lounge
Meeting place of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities go after theatre
KNOTT HOTELS

'JOURNAL' KEEPS KPOJ NEWS HOT

AN idea put into action by Vern Mueller, news director of KPOJ Portland, Ore., has resulted in a unique pattern of radio-newspaper cooperation—bringing listeners a radio news service that is faster, more complete and more accurate than ever before.

And clients love it, according to Dick Brown, KPOJ manager.

"Operation City Desk," as staffers call it, developed as Mr. Mueller was pondering the dilemma of radio and newspaper "hot news."

Radio can broadcast news immediately but in these budget-minded times can't afford enough staff to blanket a big city day-by-day. The newspaper has the staff, but it takes hours to reach the reader.

KPOJ's solution, Mr. Mueller thought, would be to coordinate newscasts directly with the staff of the *Oregon Journal*, which owns KPOJ. He reasoned the newspaper would benefit, too, by being tied in promotionally as the wellspring of fast news coverage.

Arden X. Pangborn, *Journal* editor and former radio-tv executive, gave enthusiastic approval and arranged full staff cooperation. A special broadcast booth was outfitted in the city room.

Mr. Mueller now beats his competition regularly, the station claims, by "hawking" the desk of City Editor Harry Leeding. Without disturbing routine, the radio man can monitor incoming phone calls from reporters or peer over shoulders of rewrite men as they piece together a fast-breaking story.

With the *Journal's* direct lines to police and fire departments, Mr. Mueller can spot the big ones as they break. He hops into his personal stationwagon mobile broadcast unit or sometimes into KPOJ's $20,000 complete radio-station-on-wheels. He often beats police or firemen to the scene. He's authorized to break in on other broadcasts with bulletins from the mobile any time the story warrants. He regularly supplements newscasts with direct accounts from *Journal* reporters, some by telephone and some originating in the broadcast booth.

On a fast break, reporters often have to ad-lib. This usually results in a lack of polish but listeners say they like the impression of urgency. The radio newsman finds he can add new depth and greater accuracy to his work by talking personally to reporters about story backgrounds.

STROLLING radio newsman Vern Mueller (r), news director of KPOJ Portland, Ore., has the run of the city room of the Oregon Journal, *newspaper affiliate of the station. He is set to let listeners in immediately on the high points of a story just turned in to City Editor Harry Leeding (c) by Jack Ostergren (l), criminal trail reporter.*

The plan has been in full operation only since March but already has given KPOJ a number of beats and exclusives, the station says.

Typical was an interview with Clifford O. Bennett, mystery figure in Portland's vice probe, who dropped from sight shortly after refusing to answer questions before the McClellan Senate committee investigating labor racketeering.

Journal staffers located the missing Mr. Bennett and cajoled him to the newsroom, where Mr. Mueller aired a radio exclusive.

KPOJ management has been so impressed with results, particularly sales-wise, that the station has just added an assistant news director, Ken Lomax, and is engaging in station promotion based on "first in news."

The newspaper staff has come to accept radio as part of the job and Mr. Mueller as pretty much a "regular" on the staff. "We had a few problems at first," the KPOJ news editor admitted. "Radio people often tend to think of newspaper men as grumpy, temperamental guys. And newspaper men sometimes seem to look at radio news as a hangout for bird-brains. I think both sides learned a lot."

KOSA-TV Sells Long Distance

KOSA-TV Odessa, Tex., since going on the air in January 1956 has been getting mail from Alpine, Tex., 125 air miles away, praising the high quality of the ch. 7 signal received in that resort city. Recently KOSA-TV got another letter, testifying even more forcefully to Alpine's appreciation of the service. There was a check enclosed for a long-term contract sponsoring the 10:45 p.m. weathercast five times a week. Enthusiastic Alpine merchants had banded together to buy the schedule on KOSA-TV to promote their city as a vacation spot.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

SHE's
the world's most important purchasing agent... and in Portland, Oregon and 30 surrounding counties, her station is KOIN-TV.
Her reactions are as interesting as KOIN-TV's ratings.
Fantastic!
The gentlemen from CBS-TV Spot Sales are not unwilling to confess everything.

WCBS Reshuffles Programming

WCBS New York has reshuffled its program schedule in order to cater more closely to the "needs of the listening audience" and to fit in more closely with the appeal of CBS Radio network programs broadcast by the station. It decided on the move after "extensive research" on listening habits. WCBS has dubbed its concept, "Integrated-Personality-Programming," to indicate that personalities that have the same basic appeal will be grouped together in the program lineup. The morning block will consist of an all-men personality programming based on the premise that the "predominantly women's audience will enjoy male personalities." The afternoon block will remain the same essentially, with daytime dramatic programs and service shows. Beginning at 4 p.m., the station will "aim for a younger, mixed audience." The 6-7 p.m. period has been modified to appeal largely to the adult listeners by featuring business, news and sports shows.

KGW Appoints Music Panel

TO determine what kind of music the public wants, KGW Portland invited a seven member panel of listeners to sit down and listen to an all embracing variety of popular music and rate its preference. The panel, ranging from ages 14 to 82, chose familar present day hits and all time standards, with a strict limit on extremes in either direction. As a result, KGW reports it plans to "keep the music panel as a control in order to be sure of pleasing most of our listeners most of the time."

'Pauline Frederick at UN'

PAULINE FREDERICK, NBC News commentator and United Nations correspondent, will broadcast a weekly program from UN headquarters in New York, *Pauline Frederick at the UN* (Wed. 10:05-10:30 p.m. EDT) on NBC Radio starting Sept. 4. Henry Cabot Lodge Jr., head of the U. S. delegation to the UN, will be the guest on the first broadcast. Interviews with members of delegations as well as recordings of highlights of UN General Assembly meetings are planned for subsequent broadcasts.

Earth Satellite Contest

GENE KLAVAN and Dee Finch, WNEW New York personalities, (Mon.-Sat. 6-10 a.m.), are conducting a contest to name the earth satellite to be launched next year. Mr. Klavan and Mr. Finch were invited to the Naval Research Lab. in Washington to look at the man-made satellite. Contest prizes are: first, a trip around the world, and second, a Pontiac station wagon.

WSAN Mails Mile-O-Graphs

WSAN Allentown, Pa., is distributing Mile-O-Graphs which are used to measure the mileage between two points on a map. The red plastic instrument is imprinted with "1470 kc—WSAN . . . Allentown, Pa., 5,000 watts . . . Columbia Radio Network . . . Allentown's FIRST Radio Station."

IN THE PORTLAND, ORE. MARKET...

Men who know their groceries use KOIN

PORTLAND'S BIG 5
(Doing Over 60% of the Total Volume)
ARE LONG TERM ADVERTISERS
ONLY ON KOIN

Fred Meyer . . . 22 years
Kienow's . . . . 10 years
Piggly Wiggly . 7 years
Safeway . . . . . 6 years
Columbia Mkts. 6 years

In Portland, the men who WATCH the sales use the station that MAKES the sales!

KOIN RADIO
PORTLAND, OREGON

REPRESENTED BY CBS RADIO SPOT SALES

WMGM New York is carrying recorded station breaks given by the finalists in the "Miss Rheingold 1958" contest. The girls also are asking listeners to vote for their favorites. The election continues through Sept. 30, with ballot boxes available in stores and taverns which handle Rheingold beer. The candidates (standing, l to r) are Carolyn Stroupe, Robin Bain, Cathy Monahan, Madelyn Darrow, Marylu Miner and Jolene Brand. Conferring with the girls are (seated, l to r) Robert Weenolsen, account executive at Foote, Cone & Belding; Raymond Katz, WMGM associate director in charge of programming and station management; Dee Grossman of the Liebmann Brewers, chaperon of the contestants; Arthur Tolchin, vice president and director of WMGM, and Peter M. Bardach, FC&B timebuyer.

NBC-TV Launches Fall Campaign

NBC-TV has launched a "million-dollar" on-the-air audience promotional campaign to familiarize the nation's audiences with its fall lineup before the programs are slated to debut. Called "August Theme," the promotion consists of 12 sixty-second filmed features, televised approximately 80 times a week within sustaining network shows. Shorter versions of the same theme are scheduled in every promotion availability of NBC's o&o television stations. The film spots are culled from footage of both the past and upcoming programming.

RAB Tells TWA Success Story

HOW Trans World Airlines in five years grew from an experimental radio advertiser to an account billing $700,000 is related by Radio Advertising Bureau in a new folder being distributed. RAB quotes John Keavey, TWA domestic advertising director, as recalling how radio first was used in a minor spot campaign to cure "sick" flight segments and proved so effective that the advertiser went into radio on a 52-week basis.

WCBS Adds Time, Weather to IDs

WCBS New York has implemented a new station break policy under which the temperature and the time of the day are broadcast in every such period during the broadcast schedule. During a typical nine-second station break, the outlet carries an announcement such as: "Temperature: 83. Forecast: warmer this afternoon. It's ten o'clock. Time for *Arthur Godfrey Time* on WCBS-AM-FM New York."

Prospector's License Issued

CKSO-TV-1 Elliot Lake, Ont., satellite of CKSO-TV Sudbury, Ont., is distributing a Prospector's License which says the bearer is "licensed to prospect for sales in the world's uranium capital of Elliot Lake and the surrounding four thousand miles of CKSO-TV satellite station coverage in the Algoma, Manitoulin and Sudbury area on channel 3. Operation for prospecting in this area to commence about Oct. 15, 1957."

WOV Marks Dignitary's Visit

WOV New York, through its president, Morris Novik, last week commemorated the recent U. S. visit of the Hon. Giuseppe Alessi, president of Sicily, through the presentation of an ornamented album of the speeches made during the latter's visit. The event, which was recorded for broadcast in New York through a mobile unit dispatched from WOV's studio in Rome, took place in the Throne Room of the King Roger Palace, Palermo, with President Alessi speaking in Italian and Mr. Novik in English.

Men Invade Cooking Show

WHEN Jeanne Posey, hostess of *Tv Cookbook* which is seen over KSHL-TV Chico, Calif., went on vacation this summer, the mayor, police chief, fire chief, city attorney and several other males volunteered to take over. As a result, viewers were given recipes for such things as pickled artichokes, firehouse beans and fondu. The station reports, "It's been fun, but the practical housewives will be looking forward to Jeanne's return and her down to earth approach to the problem of feeding their families."

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BRO

Station Authorizations, Applications
(As Compiled by B • T)

August 7 through August 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	407	144
Fm	539	519	54	59	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through August 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[3]
Noncomm. Educational	27	21	48[4]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	867	585	1,450[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	618	1,518[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Idaho Falls, Idaho—Eastern Idaho Bcstg. & Television Co., vhf ch. 8 (180-186 mc); ERP 38.48 kw vis., 19.24 kw aur.; ant. height above average terrain 182 ft., above ground 303 ft. Estimated construction cost $84,899, first year operating cost $135,000, revenue $155,000. P. O. address Box 581, N. Yellowstone Hwy., Idaho Falls. Studio location Idaho Falls. Trans. location Bonneville County. Geographic coordinates 43° 30′ 50.9″ N. Lat., 112° 00′ 42.6″ W. Long. Trans. GE, ant. Jampro. Legal counsel John Midlen, Washington, D. C. Consulting engineer John Mullaney, Washington, D. C. Principals include **J. Robb Brady Trust Co.** 91.66% and others. Brady Trust stock is voted by **James M. Brady,** former stockholder in **KIFI Idaho Falls** and **KWIK Pocatello, Idaho.** Announced Aug. 12.

Duluth, Minn.—Rex Television Co., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 688 ft., above ground 576 ft. Estimated construction cost $641,882, first year operating cost $400,000, revenue $480,000. P. O. address 2230 N. Farwell Ave., Milwaukee 2, Wis. Studio location Duluth. Trans. location St. Louis County. Geographic coordinates 46° 48′ 08″ N. Lat., 92° 06′ 39″ W. Long. Trans.-ant. RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer Lohnes & Culver, Washington, D. C. Principals include **L. F. Gran** (25%), **Louis Caster** (50%), **Bruce R. Gran** (25%). Messrs. Gran each own 32% **WREX-TV Rockford, Ill.** and Mr. Caster is 7.1% owner of WREX-TV. Announced Aug. 9.

New Am Stations

APPLICATIONS

Mobile, Ala.—Springhill Bcstg. Co., 1540 kc, 5 kw D. P. O. address Box 597, Springhill, La. Estimated construction cost $30,256, first year operating cost $70,000, revenue $85,000. Equal partners are **Roy M. Fish, Wilburn A. Slack, Jesse Boucher** and **James Branch Jr.** Each own 25% **KBSF Springhill, La.**

Van Buren, Ark.—Bcstrs. Inc., 1580 kc, 1 kw D. P. O. address Box 550, Van Buren. Estimated construction cost $16,148, first year operating cost $29,750, revenue $37,800. Owners are **Harry R. Fischer** (35%), furniture, **Jack H. Denniston** (35%), civilian Army employe, and **John P. Free-**

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man (30%), engineer **KNAC-TV Fort Smith, Ark.**

Pahokee, Fla.—Garden of the Glades Co., 1250 kc, 500 w D. P. O. address 30 Ackley Rd., Greenville, S. C. Estimated construction cost $15,371, first year operating cost $24,000, revenue $36,000. **Lewie L. Bates** (55%), 15% each **Max E. Mace, Joe W. Mace,** and **Burton S. Anderson,** will be owners. Dr. Bates, retired, Max Mace, announcer-news director **WMRB Greenville,** Joe Mace, paving contractor, and Mr. Anderson, engineer **WFBC (FM)** Greenville.

Salina, Kan.—Kansas Bcstrs. Inc., 910 kc, 500 w DA-D. P. O. address 221 W 18th St., Kansas City, Mo. Estimated construction cost $55,000, first year operating cost $60,000, revenue $75,000. Owners are **Alex Shniderman** (51%), **Harold Backun** (20%), **Jake Smith** (6%) and **Sylvia Birenboim** (23%). Mr. Shniderman is Kansas theatre owner and operator. Mr. Backun gen. mgr. **KUDL Kansas City, Mo.** Mr. Smith is Salina businessman and Sylvia Birenboim is theatre owner and operator in Kansas City.

Litchfield, Minn.—Meeker County Radio, 1410 kc, 500 w D. P. O. address Box 302, Loyal, Wis. Estimated construction cost $14,581, first year operating cost $38,000, revenue $43,000. **Lee Favreau,** printer-publisher *Loyal Tribune,* will be sole owner. Announced Aug. 12.

Loretto, Pa.—St. Francis College of Loretto, 1400 kc, 250 w unl. P. O. address Loretto. Estimated construction cost $3,100, first year operating cost $4,000, revenue $5,000. Station will be owned and operated by St. Francis College. Announced Aug. 9.

Cookville, Tenn.—Cookville Bcstg. Co., 1600 kc, 1 kw D. P. O. address Trimble, Tenn. Estimated construction cost $19,854, first year operating cost $40,000, revenue $50,000. **Hamilton Parks,** 75% owner of **WTRO Dyersburg, Tenn.,** will be sole owner. Announced Aug. 9.

Honolulu, Hawaii—Ala Moana Bcstg. Co., 990 kc, 1 kw unl. P. O. address 156 S. School St., Honolulu. Estimated construction cost $23,250, first year operating cost $28,000, revenue $40,000. Owners are **Robert H. Pearson** (60%) and **Mary K. Wong** (40%). Mr. Pearson is naval engineer and Miss Wong is teacher. Announced Aug. 9.

New Fm Stations

APPLICATIONS

Yellow Springs, Ohio—Antioch College, 91.5 mc, 16 w unl. P. O. address Yellow Springs. Estimated construction cost $6,006, first year operating cost $4,300. College-owned station will be operated non-commercially.

Philadelphia, Pa.—George Voron & Co., 106.1 mc, 20 kw unl. P. O. address 835 N. 19th St., Philadelphia. Estimated construction cost $32,000, first year operating cost $51,000, revenue $52,000. **George** and **Abe Voron** will be equal partners. The Voron's manufacture electronic equipment. Announced Aug. 9.

Ownership Changes

APPLICATIONS

KXOC Chico, Calif.—Seeks assignment of license from **Broadmoor Bcstg.** to **Rabell Enterprises** for $84,000. **C. Frederick Rabell** and wife, former 66.66% owners, will be sole owners. The Rabell's own **KSON-FM San Diego, Calif.** Announced Aug. 12.

KARM-AM-FM Fresno, Calif.—Seeks assignment of license from **The George Harm Station** to **Hattie** and **George R. Harm.** Corporate change. No control change. Announced Aug. 9.

KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto, KMJ-AM-FM-TV Fresno and **KERN-AM-FM Bakersfield,** all **Calif.**—Seek assignment of license from **McClatchy Bcstg. Co.** to **McClatchy Newspapers.** Corporate change. No control change. Announced Aug. 9.

WMEG Eau Gallie, Fla.—Seeks negative control of licensee corporation by **V. C. Martin** and **A. V. Catterton** through purchase of stock (50%) from **Mel-Eau Bcstg. Corp.** for $34,000. Miss Martin, former 25% owner, will be 50% owner. Mr. Catterton, also former 25% owner, will be 50% owner. New owners are employes of station. Announced Aug. 9.

WABR Winter Park, Fla.—Seeks control of licensee corporation by **James H. Sawyer** through purchase of stock (60%) from **Ray H. Gunckel** for $126,500. Mr. Sawyer, permittee of **WEAL-TV Orlando, Fla.,** and majority stockholder **WKKO Cocoa, Fla.,** will be sole owner. Announced Aug. 12.

WRAJ Anna, Ill.—Seeks assignment of license from **Pierce E. Lackey** and **F. E. Lackey** to **Anna Bcstg. Co.** Corporate change. No control change. Announced Aug. 9.

KCOG Centerville, Iowa—Seeks involuntary assignment of license from **Hiawatha Bcstg. Inc.** to **Clyde Holbrook,** receiver. Hiawatha has filed bankruptcy petition. Announced Aug. 9.

KBMO Benson, Minn.—Seeks assignment of license from **Arline H. Steinback** to **George J. McCarthy** for $25,000. Mr. McCarthy has lumber interests. Announced Aug. 9.

KDAL-AM-TV Duluth, Minn.—Seeks transfer of control of licensee corporation from **Dalton LeMasurier,** deceased, to **First & American National Bank, Dorothy LeMasurier** and **Odin Ramsland,** as executors of estate of Mr. LeMasurier. Announced Aug. 13.

KHAM Albuquerque, N. M.—Seeks assignment of license from **Rex A. Tynes** to **KHAM Inc.** for $50,800. Equal partners are **J. W.** and **Carl Hedges** and **J. L. Anderson.** The Hedges have oil interests and Mr. Anderson is mgr. KHAM. Announced Aug. 12.

KTNM Tucumcari, N. M.—Seeks assignment of license from **Lloyd Hawkins, Ted Lawson, D. A. Benton, Murphy M. May, Don G. Opheim, David R. Worley** and **Bruce C. Zorns** to **H. L. Maudlin,** Messrs. Lawson, Benton, May and Opheim for $63,000. Mr. Maudlin (55%), each 10% Messrs. Lawson, Benton and Opheim and 15% Mr. May.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Butte, Mont., ch. 6 (8-14-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah., ch 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

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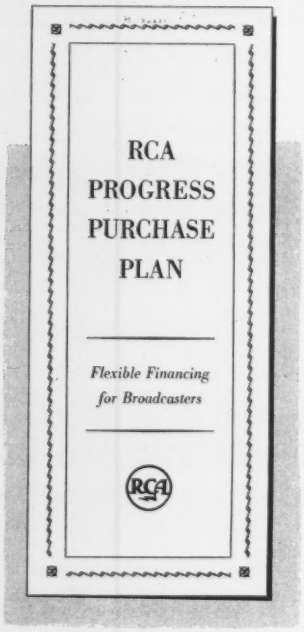

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***1956 ARB Continuing Readership Study**

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WXRA, WXRC-FM Kenmore, N. Y.—Seeks transfer of control of licensee corporation from **Thaddeus Podbielniak** to **John W. Kluge** for $150,000. Mr. Kluge is majority stockholder in **WGAY Silver Spring, Md., WILY Pittsburgh, Pa., WKDA Nashville, Tenn., KXLW St. Louis, Mo.** and **KNOK Fort Worth, Tex.**, 25% grantee for tv in Orlando, Fla. and 80% application for purchase of **KOME Tulsa, Okla.** Announced Aug. 9.

WKIX-AM-FM Raleigh, N. C.—Seeks assignment of license from **Sir Walter Television Co.** to **Ted Oberfelder Bcstg. Co.** for $167,925. 25% owners are **Theodore I. Oberfelder, Louis P. Randell** and **Norman R. Glenn**, 12½% each **Leonard B. Frutkin** and **Benjamin N. Rippe.** Mr. Oberfelder, pres. Burke Stewart Co. (stations reps firm). Messrs. Frutkin, Rippe and Randell, attorneys and Mr. Glenn, editor and publisher of *Sponsor* magazine. Announced Aug. 9.

WPHB-AM-FM Philipsburg, Pa.—Seeks assignment of license from **William Emert** and **Earl B. Bartley** to Mr. Emert for $15,000. Mr. Emert will be sole owner. Announced Aug. 12.

WJMX Florence, S. C.—Seeks transfer of control of licensee corporation from **Eugene E. Stone** to **Paul H. Benson Jr.** for $23,000. Mr. Stone (48.7%), is former 63.8% owner and Mr. Benson (51.3%), former 36.2% owner. Announced Aug. 12.

WEKR Fayetteville, Tenn.—Seeks assignment of license from **John R. Crowder** and **James P. Clark** to Messrs. Clark and Crowder and **James W. Tate** for $15,000. Mr. Crowder (50%), and 25% each Messrs. Tate and Clark. Announced Aug. 12.

WPFP Park Falls and **WATW Ashland, Wis.**—Seeks assignment of license from **Eugene A. Halker, Gordon F. Schulter, Norman C. Hoefferle** and **Terry E. Trott** to Gordon F. Schulter and Norman C. Hoefferle for for $9,445. Mr. Schluter, former 41.4% owner, will own 88.5% and Mr. Hoefferle, former 10.3% owner, will own 11.5%. Announced Aug. 12.

Hearing Cases

Hearing Examiner J. D. Bond issued an initial decision looking toward grant of application of **Copper Bcstg. Co.** for new tv on ch. 6 in **Butte, Mont.**

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 9

The following were granted extension of completion dates as shown: **WPGC Morningside, Md.**, to 10-20, conditions; **WTVD Durham, N. C.**, to 2-23-58; **WENS Pittsburgh, Pa.**, to 2-9-58.

Actions of August 8

KLAS-TV Las Vegas, Nev.—Granted license for tv station and changes in facilities, ant. 130 ft.

WTOC-TV Savannah, Ga.—Granted license for tv station.

WFIE-TV Evansville, Ind.—Granted license for tv station; ERP vis. 178 kw, aur. 93.3 kw, ant 560 ft.

The following were granted extension of completion dates as shown: **WNMP Evanston, Ill.**, to 11-23; **WSPD Toledo, Ohio**, to 11-23; **WLWL Mansfield, Ohio**, to 11-26; **WELK Charlottesville, Va.**, to 11-30; **KDLS The Dalles, Ore.**, to 11-1; **WPVA Petersburg, Va.**, to 9-19; **WSBR Warwick, R. I.**, to 10-15; **KRLH Redding, Calif.**, to 12-31.

Actions of August 7

KTVA (TV) Anchorage, Alaska—Granted license for tv station; ERP vis. 3.02 kw, aur. 1.51, ant. height 130 ft.

KOLO-TV Reno, Nev.—Granted license for tv station.

KPLO-TV Reliance, S. D.—Granted license for tv station.

WKNO-TV Memphis, Tenn.—Granted license for tv station and change studio location; ERP vis. 27.6 kw, aur. 13.8 kw.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting schedule canceled for summer.

NBC-TV

August 19-23, 26-28 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

August 19-23, 26-28 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

August 21, 28 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

August 22 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

August 24 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

August 25 (4:30-5 p.m.) *Zoo Parade*, sustaining.

August 25 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire and Rubber Co. through Young & Rubicam.

WESH-TV Daytona Beach, Fla.—Granted license for tv station; ERP vis. 5 kw, aur. 2.5 kw, ant. 310 ft.

WKRC-TV Cincinnati, Ohio—Granted license covering changes in facilities; ant. 590 ft

KCLP Rayville, La.—Granted mod. of cp to change type trans., change studio location (same location as trans.).

WARM-TV Scranton, Pa.—Granted extension of completion date to 2-11-58.

WESH-TV Daytona Beach, Fla.—Granted extension of completion date to 2-6-58.

Actions of August 6

WCRV Washington, N. J.—Granted permission to remain silent until Sept. 1, 1957 to renovate studios, install new equipment and redecorate.

WMBC Macon, Miss.—Granted permission to observe specified hours 5:55 a.m. to 6 p.m. (CST) beginning Aug. 1, 1957, due to shortage of qualified personnel.

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to stations **CFRB, CKAC, CJAD** and other stations under the control of the **Canadian Bcstg. Corp.**, for the period beginning Sept. 15, 1957 and ending Sept. 15, 1958.

National Bcstg. Co. Inc., New York, N. Y.—Granted extension of authority to transmit programs to stations **CBL** and **CBM** and other stations under the control of the **Canadian Bcstg. Corp.** for period beginning 9-15-57.

KONK Shelton, Wash.—Granted extension of completion date to Oct. 1.

Actions of August 5

WSB-FM Atlanta, Ga.—Granted extension of permission to remain silent for additional 90 days, for period ending 11-5-57, to facilitate construction.

WPRP-FM Ponce, P. R.—Granted permission to remain silent beginning immediately until 12-31-57 due to economic reasons.

WMUZ Detroit, Mich.—Granted extension of completion date to Aug. 31.

UPCOMING

August

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 23-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 24: Mid-year meeting, New Mexico Broadcasters Assn., Desert Sands, Albuquerque, N. M.

Aug. 30-31: Annual meeting of Montana Radio Stations, Inc. Florence Hotel, Missoula, Mont.

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 7: United Press Broadcasters of Indiana, Indianapolis.

Sept. 8-14: National Television Week.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER — PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $15.00 per inch.**

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Wanted, manager with promotional ability for indie radio station in southwest Virginia. Give full information about yourself. School teaching job available for your wife if desired. Reply to J. P. Royall, Jr., Richlands, Va.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Salesman, experienced, able to do some announcing. Excellent market. $100.00 weekly plus guaranteed. Tell your complete story. Box 786A, B•T.

Top pay for a good producer in northwest Florida. Box 869A, B•T.

Wanted: Experienced salesman for local sales with top AM radio station in fast growing Texas market. Draw, 15% commission, car expense. Don't apply unless you know the business, intend to remain permanent and want to make real money. Apply Box 879A, B•T.

Top rated station in Arizona's second largest market has opening for time salesman. Send resume to Box 951, Tucson, Arizona.

Suburban Chicago AM-FM needs a young but experienced salesman who is ready to move to a bigger market. Advance and liberal commission. Complete details to E. A. Wheeler, WEAW, Evanston, Illinois.

Wanted, radio salesman for WLCR, Torrington, Conn. New management with new ideas. Would like competent salesman.

Have opening for experienced salesman. Commission plus car expenses. Write Manager, WNAM, Neenah, Wisconsin.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

New England regional wants early morning personality. Chatter, anecdotes, good balance of music, light sound, good ad-lib commercials. Tape must demonstrate this type of show, plus straight announcing ability. No straight dj. $100 week. Send 7½ IPS tape, single track, resume, references. Box 680A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

Combination announcer and salesman. Well established station, ABC affiliate, and live wire. A good deal for the right man. Tell all in first letter. Box 750A, B•T.

Staff announcer able to do play-by-play sports on fulltime network station. Permanent at good pay. Send full information. Box 785A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

1000 watt midwest independent urgently needs good or potentially good combo man with 1st class license. Send tape and resume. Box 815A, B•T.

Announcer, with first, some announcing, small market W. Tennessee station. Fishing-hunting paradise. Good salary, insurance benefits, etc., Box 842A, B•T.

Good announcer. Must be bright and sharp. Northwest Florida, top pay. Box 870A, B•T.

Experienced sportscaster, plus staff duties. Network station. Salary commensurate with ability. G. B. McDermott, KBUR, Burlington, Iowa.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Double-in-brass personality dj skilled in interview shows with ability to fill in occasionally on play-by-play sports. John W. Powell, KHAS, Hastings, Nebraska.

Iowa kilowatt indie needs good experienced versatile man, announcer, dj, local newsman, ideaman, good-will ambassador to handle going remote studio in Sheldon, friendly progressive town of 4900 in northwest Iowa. Good voice and friendly style imperative. Prefer upper middlewesterner. $100.00 week. Rush resume, references, picture and tape, KLEM, Le Mars, Iowa.

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Bright, breezy dj needed for Beaumont's top station. Contact Manager, KRIC, Beaumont, Texas.

Experienced announcer, KSYL, Alexandria, La.

Wonderful opportunity for combo 1st phone-announcer. New station going on air at Livingston this fall. Job starts at $400. Advancement assured good man. Either know or be willing to learn sales, service accounts. E. H. Whitehead, KTLU, Rusk, Texas. Send tape, picture.

Wanted, experienced announcer copywriter for growing radio station. Good hours and salary. Rush tape and resume. WAFC, P. O. Box 448, Staunton, Virginia.

Wanted: Announcer, holding first class license permanent position with benefits. $400 monthly. Send tape and full particulars WEED, Rocky Mount, N. C.

Wanted immediately, engineer announcer for one kilowatt station. Must have first class phone license. Heated apartment furnished on premises. WJWG, Conway, N. H.

Immediate opening for announcer with first class ticket. Good opportunity. Fast growing community. Radio Station WKEN, Dover, Delaware.

Announcer with training and experience. Must be able to do combination work and operate console. At least restricted operators license required. Night shift 6:00 PM to 12:00 M. Send audition tape, snapshot, references and past experience to: WKWF, Key West, Florida.

Florida. Good announcer with first phone. Send tape, photo, resume, salary expected. WKXY, Sarasota, Florida.

Immediate opening: Announce-sales combination. Salary and commission. Southern 250 going 5 kw. Play-by-play desirable, not necessary. Send tape and resume to Jim Gibbon, WLAU, Laurel, Mississippi.

RADIO

Help Wanted—(Cont'd)

Announcers

Combination announcer-engineer needed immediately. Must have practical engineering experience and good announcing voice. Excellent pay. WNAT, Natchez, Mississippi.

We don't want an announcer. We want a personality disc jockey. Perhaps you are sitting in a smaller town and have been looking forward to moving to a larger market or perhaps you are in a larger market and would like to move to a small market. The Tidewater area has a population of approximately 800,000. WNOR is Norfolk's No 1 station according to Pulse. This could be the opportunity for which you have been waiting. Send a tape, a letter and a picture to Bill Montgomery, Program Director, WNOR, Norfolk, Va. We don't want an announcer, we want a personality disc jockey.

Immediate opening for announcer with first class ticket. Also seeking fulltime newsman with good voice. Send complete information to Robert Bodden, General Manager, WSWW, Platteville, Wisconsin.

Technical

Chief engineer-announcer, limited announcing. Must be strong on maintenance since you're the only engineer. Early morning shift done by noon. Six days. $1.65 to start with guarantee of $73.34. Box 754A, B•T.

Negro engineer, Carolinas station. Fifty-five dollars, 40 hours. Box 801A, B•T.

Engineer with first class license for full-time station in New Jersey. Strong on maintenance, no announcing. $100-plus-per-week depending on experience. Other benefits. Box 824A, B•T.

Opening for 1st ticket engineer for Indiana directional. Beginner accepted. $85.00. 44 hours. Box 850A, B•T.

Wanted immediately, chief engineer-announcer at one kilowatt independent on Florida east coast. One hundred dollars for forty hours. Send tape, photo and resume to Box 874A, B•T.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM, Huntington, N. Y.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

Florida east coast daytimer needs chief engineer-announcer, WRMF, Titusville, Florida.

Wanted, first class transmitter engineer. 250 watts. Daytime directional. Permanent. Post Office Box 573, Massillon, Ohio. Phone Temple 25-755.

Wanted, radio first phone-announcer, long on talent and ambition, short on experience, in expanding historical market. Good living conditions. Brand new 1,000 watt Gates transmitter. Happy staff. Will make a deal on salary. Phone collect 2178, Edenton, North Carolina. Frank Roberts.

Production-Programming, Others

Newsman: Experienced only, to gather, write and broadcast local news for Pennsylvania station. Must be a newshound. No disc jockey. $85 to start. Box 672A, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

Program director with experience to work in radio and television on Florida's west coast. Box 768A, B•T.

Radio-tv home economist. Midwestern college. B.A. necessary, prefer Master's. Air work and writing. Experience necessary. Civil Service benefits. Salary $5,000-$5,800, depending on background. Box 831A, B•T.

Wanted, gal continuity writer. Must be able to turn out good hard selling copy. Experience not necessary but should have had some training. Small, pleasant community in southeastern United States. Good working conditions. Write Box 884A, B•T.

50,000 watt showmanship station—offers good opportunity for man or woman with experience in creative writing that produces sales for advertisers. Persons versatile in production as well as copy writing are particularly invited to respond as this is chance to join enthusiastic staff of top-notch radio professionals. Send photo, personal and professional resume plus salary requirement first letter to Westinghouse 2929, Fort Wayne.

Gal Friday to take over traffic and help in copy department. Write Manager, WNAM, Neenah, Wisconsin.

RADIO

Situations Wanted

Management

Small market manager or assistant. Experienced organizing, programming, copy, sales. Box 741A, B•T.

Enthusiastic, experienced, capable, selling, successful general manager of 5 kw station desires change. Age 36, college, married, family, nondrinker, church-goer, civic affairs, community interests. Available September. Box 844A, B•T.

General manager desires to make change. Six years experience as manager of 1000 watt station in market of 50,000. Am thoroughly experienced in all phases of today's radio operation including national sales, programming sales promotion, am capable of selling local and national accounts. Finest references. 33, college and family man. Box 855A, B•T.

Manager-salesmanager. Creative young man, 30, married, two children. Now managing highly successful daytimer which I personally put on air in highly competitive market. No personnel turn-over in more than a year. Achieved audience and sponsor dominance in less than eight months. Excellent local and national sales record both radio and television. Excellent reasons for change. Interested in radio or tv manager or salesmanager position with future. Box 863A, B•T.

Manager-sales manager: I possess authentic operations manual used by country's top rated music-news stations. Successful operation resulted in my station's pending sale. New owner plans to manage. May I submit proven twelve year administrative-sales experience record, quality industry acceptance and reputation. Confidential. Box 873A, B•T.

Sales

Salesman-announcer-engineer, experienced all phases, desires connection with station in the southeast. Must have minimum guarantee of $125.00 per week, with higher potential. Box 832A, B•T.

Experienced selling, engineering, announcing. Presently employed large market. Want position medium midwest market with good future. Box 841A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

Good announcer, trapped in juke box with tape, wants out. Big city, 5-day week only. Top newsman, first ticket. Midwest now, will go long way for good music station. Box 698A, B•T.

Sportscaster, knows and calls all sports, doubles on dj and news, tapes available. Box 752A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 756A, B•T.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 757A, B•T.

Personality dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 758A, B•T.

Staff announcer desires position in Illinois, Wisconsin, or Iowa. Reliable. Box 779A, B•T.

Experience dj-announcer desires position with music news station. Prefer Delaware, Maryland or Virginia. All offers considered. Dependable, versatile. Excellent references. Presently employed. No sales experience. But interested in learning. Box 798A, B•T.

Combo announcer-engineer holding first class license with 7 years experience in radio broadcasting. Experienced all phases of radio-music-news-sports-special events. Presently employed, desire new location. Box 818A, B•T.

Announcer: Several years of experience with music-news format. Bright sound. Ability to please audience and sell for sponsor. 3rd class ticket. Married, references, tape on request. Box 833A, B•T.

Versatile! Announcer, dj. Football, baseball, news, interviews, mc. 6 years experience, want to move up. Family man, 29. Box 834A, B•T.

Graduate 2 year radio, tv school, hard worker, willing to learn, veteran, married, will travel. Box 836A, B•T.

Versatile announcer-1st phone, California desired. 8 years radio. Box 838A, B•T.

Deejay, pop and western: Newsman for local news, general staff work. 16 years experience, wants station in southern California. Box 843A, B•T.

Sixteen years experience radio, television. Top quality announcing. Showmanship. Presently employed. Acting background. Impressions. Trick voices. Box 845A, B•T.

Negro. 1 year college. Former Golden Glove Champ. Professional boxer. Former announcer. Operate turntable, control board. Editor news. Worked at small station. Graduate Cambridge School for announcer. Box 848A, B•T.

Looking for a dj with a personality. Am all-around announcer. Short on experience long on potential. Tape will convince. Box 849A, B•T.

Announcer, 9 years radio, all phases, except play-by-play sports. 1 year tv camera and booth. Strong on commercials and news. Married, honest, sober, reliable. Desires permanent position. Presently employed. Box 862A, B•T.

DJ with commercial radio experience, well developed sense of showmanship, seeking opening with opportunity to become your city's top personality. Prefer radio with tv affiliate. Salary $95. Write Box 865A, B•T.

Ambitious, reliable, combo man. Presently employed. Desires Wisconsin location. Married Box 867A, B•T.

Announcer-dj, one year at small station. Wants to move up. Married, 29 and good potential. Box 871A, B•T.

DJ with format that can build and hold audience. Blocked in 15 segments, each segment features popular song by an artist plus other favorites by same personality. Appeals to adults and youngsters. 7 years experience. Desire position with future. Box 872A, B•T.

Announcer, like to relocate to small town. Excellent voice quality. Box 877A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, disc jockey seeking permanence. Operate board. Excellent references. Box 881A, B•T.

Tops in copy. Disc jockey. This idea gal great. Hire me, why wait. Box 883A, B•T.

First phone announcer, no maintenance, experienced, married, college, veteran, employed. Box 885A, B•T.

Announcer, network voice, 6½ years experience, family man wants advancement, Bruce Davis, Oakleigh R. D. #2, Pottstown, Penna, Phone Homestead 9-6469.

Announcer, 22, single, draft exempt, four years experience. Desires change from split-shift radio and television schedule. Interest centered around radio. Bob Fulcher, Farmville, Virginia.

Announcer, 56 college graduate, 26 years, negro, two years service announcing experience, strong on news and music will travel, tapes available. Walter Sanders, 10710 Magnolia Drive, Cleveland, Ohio.

Technical

Engineer. 6 years experience in all phases am. Graduate of two technical schools, CREI student, ham. Desire chief's job, east only. Good references. Box 851A, B•T.

Engineer experienced in all phases with fifteen years chief and supervisory experience. Also commercial pilot with single and multi engine rating. Box 857A, B•T.

Chief engineer—installation operation maintenance specialist. Plenty experience. Excellent references. Box 882A, B•T.

Available immediately. Chief engineer. Presently employed, with announcing experience. Desires permanent position. 4 years experience, inclues installation of new equipment. Write, wire or phone Engineer, 2019-17th Street, Rock Island, Illinois, 8-9135.

Chief engineer, eastern states, experienced am, fm, directional, construction. Best references including present employer. Lyle Lincoln, 113 Wilson, Harve de Grace, Maryland. Phone 749-J.

Production-Programming, Others

Outstanding newsman wants job preferably southwest, California, Colorado or Blue Ridges. No announcing. Long experience, finest references. Now averaging 60 local stories daily. Available September. Personal interview preferred, Box 751A, B•T.

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

Radio-active cow for sale. Hillbilly character free. ½ hour daily $2.25. Unusual c & w show. Money-back guarantee. Box 858A, B•T.

TELEVISION

Help Wanted

Management

Commercial manager for vhf station in important Texas market. Box 775A, B•T.

Sales

Energetic salesman who can produce for large Texas market vhf. Box 776A, B•T.

National sales secretary wanted. Must know shorthand, typing, TWX. Top salary, insurance plan. Send resume and photograph to John Henry, National Sales Manager, KBTV, 1089 Bannock, Denver, Colorado.

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Excellent opportunity for a good radio-tv announcer. Send resume, photograph and a tape of dj work, news and commercial. WCPO-TV-AM-FM, 2345 Symmes St., Cincinnati, Ohio. Immediate reply beneficial to you.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted by midwest tv station, two transmitter and maintenance engineers. Starting salary higher than average for men with experience. Excellent living conditions. Resume and photo in first letter. Box 780A, B•T.

Studio technician with first phone license. Please supply complete resume and photograph. Box 880A, B•T.

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv operation. Box 887A, B•T.

VFH has opening for first class studio engineer. Latest most modern facilities now under construction. Salary commensurate with ability. Contact Jim Butts, KBTV, 1089 Bannock, Denver, Colorado.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Salary based on experience. Car necessary. Contact W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Transmitter engineer, four days per week, mountain transmitter. Finest living quarters for engineer and wife allowance. State background and required salary Chief Engineer KOAT-TV, Albuquerque, New Mexico.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Video engineer for maintenance, educational tv. Must have two years station experience. Pay $5,200, annual contract with school system, five day week. Immediate vacancy. Phone collect: FR-1-6870, 1-4 PM, Herb Evans, Miami, Florida.

Have immediate opening for first class engineer, operation and maintenance, regime and photo first letter. Write Chief Engineer, WSEE-TV, Erie, Penna.

Production-Programming, Others

News director needed to supervise and manage well established 6 man news department. Radio and tv. Expansion in the future. Completely equipped news room, including mobile unit, dark room facilities. Do some air work. Only experienced need apply. Send tape, complete info to Box 859A, B•T.

Are you, the experienced, inventive, personable, permanent young woman we need in our television continuity department? Above average salary, best working conditions with a pioneer tv station. Address resume and snapshot to Continuity Director, WOC-TV, Davenport, Iowa.

Experienced photographer, 16mm, develop own film: Send resume; state salary expected. Contact RO, Box 626, Fargo, N. Dak.

TELEVISION

Situations Wanted

Management

Unusually complete background including management radio station seven years with successful record in sales and civic affairs. Network experience in tv and radio in area important to tv station. Three years with client supervising advertising and sales promotion. Employed but highly desirous of future with station operation. Prefer eastern market. Box 706A, B•T.

Announcers

TV newscaster, 6 years radio, 4 years tv, seeking advancement with top-notch news operation. Good voice and personality, references. Audition film available. Presently employed, for past two years, with one of midwest's leading tv operations. Box 861A, B•T.

Production-Programming, Others

Chief film editor, tv film experienced. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Solid, comprehensive station and ad agency background, film and live, eleven years. Also film commercials. Imaginative, creative. Top references, credits. Will relocate. Box 853A, B•T.

Now selling, servicing, writing, announcing, for agency, medium market. Want similar work with tv station, west or midwest. 27, vet, married, degrees, station background. Permanency, good conditions important. Box 854A, B•T.

FOR SALE

Stations

Manager to invest in upcoming 500 watt daytime operation. New California market, ideal coast location, excellent potential. Box 856A, B•T.

Blue Ridge mountain area, single station market. Making money. Total price $45,000. Terms. Contact either office, Paul H. Chapman Company, 17 East 48th, New York or 84 Peachtree, Atlanta.

Carolina, profitable, small market. Priced gross at $65,000. Half down. Paul H. Chapman Company, Atlanta office, 84 Peachtree.

Sold. Listing NX. Sale price index GBO. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin. Broker. Tulsa.

Pacific coast, 250 watt, 3-county, 5-city market, 40,000 listeners, retail $51,000,000, grossing $45,000 plus, 18% net. Price $48,500 with $14,500 down. Our No. 9906. New York State, 250 watt fulltime license, no network, AP wires, real community station. Grossing $45,000, expenses $29,000. Price $50,000; terms. Our No. 9935. West Central Texas, 500 watt daytime, spl. permit 4 a.m. New Gates equipment. Price $40,000, quarter down. Our No. 9881. For quick sale list with May Bros., Binghamton, N. Y.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton. Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Texas radio station will sell 60 watt vhf mobile news unit, including station transmitter and receiver, and mobile unit in 1956 station wagon. Will sell with or without the car. Best offer takes it. Reply to Box 771A, B•T.

First check for $1600 buys AM250W composite transmitter, constructed from Gates FM. Excellent condition—heavy duty components. Removed from service after four years, power increase. Box 878A, B•T.

Conelrad unit for sale half price, $60. FCC approved. WAND, Canton, Ohio.

Mobile broadcast studio. Converted Air Line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Have equipment for kilowatt station, need a location. Van Sandt, WJOI, Florence, Alabama.

For Sale—Available August 20, increasing power, 1 kw, TTU1B RCA transmitter, Channel 23, filterplexer, harmonic filter, frequency monitor. 3 years old, good condition. Make us an offer. WMSL-TV, Decatur, Alabama.

For sale, 4 Gates CB-11 3 speed turntables, $75 each. WE 20-B rectifier $75. Magnecorder PT-6. Joe Pelletier, WPME, Punxsutawney, Penna.

General Radio type 25A frequency monitor, completely reconditioned by the General Radio Company. Write or call WSTC, Stamford, Conn.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa—Turner 7-4277.

WANTED TO BUY

Stations

Principal interested in medium size station in good market, need not show huge net. Prefer eastern seaboard. Write in strict confidence. Box 793A, B•T.

Am selling my interest in station. Now have $50,000 cash for down payment on solid am deal. Midwest, southwest or east. Box 839A, B•T.

Station wanted, small or medium market. 15-20 down. Interested midwest, Pennsylvania, Maryland, Delaware, Virginia. No brokers. Box 864A, B•T.

WANTED TO BUY

Stations—(Cont'd)

Present owners of three am stations desires to purchase station with annual volume in $150-200,000 range. Prefer midwest or eastern city of 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 868A, B•T.

Will pay $50,000 to $100,000 for station. Terms. Private. Confidential. Box 8545, Chicago.

Stations wanted. New Mexico, Colorado, Texas, Oklahoma, Missouri, Arkansas, Louisiana, Kansas. Ralph Erwin. Broker. Tulsa.

This agency has operated continuously under the same name and in the same city since its original establishment. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Sold. 60% of all the am stations offered by this agency since its establishment. Ralph Erwin, Broker. Tulsa.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Equipment

Interested in used studio tv equipment. Also 5 kw air cooled, low band transmitter. Send condition and price to Box 852A, B•T.

Wanted immediately. 250 watt or 1 kw fm transmitter, with monitor. Box 860A, B•T.

Wanted: RCA BQ-1A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBR, Baltimore 2, Md.

Used Magnecorder PT6AH tape transport. Broadcast Services, Inc., Mart Bulding, El Paso, Texas.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo.

Box 846A, B•T

Sales

WANTED—*SALESMAN*

by top-rated 5KW CBS affiliate in strong southeastern market. Young man preferred. Excellent opportunity for qualified man. Send full information and picture to Box 835A, B•T.

RADIO
Help Wanted—(Cont'd)

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell, P. O. Box 105, Madison 1, Wisconsin

Announcers

One of America's outstanding group organizations. We own radio and TV stations in several of America's most beautiful cities. Ideal living conditions—IDEAL MONEY for the right men. If you honestly believe you are the best DJ in your area and deserve more money and recognition, rush air-check of your show, plus newscast. Tell us how much you are worth—we'll meet your price if your tape convinces us. We want tight production, fast pace, sharp patter and gimmicks galore. Can you fill the bill? We'll fill the check!

Box 830A, B•T

ARE YOU A NEGRO DJ IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now!

Box 847A, B•T.

RADIO
Help Wanted—(Cont'd)

Announcers

BEAUTIFUL SAN DIEGO*
AND
A TOP SALARY?

WHAT COULD BE A BETTER COMBINATION FOR A TOP NOTCH RADIO PERSONALITY?

If you are now in a major market . . . if you are programming for an *adult* audience . . . if you have *proven* record of being the number one man in your area consistently, then rush air check, picture, and complete details, including information indicative of your personality (views, philosophy, etc.) to P. O. Box 6585, San Diego, California.

**San Diego . . . a metropolitan market of over a million people, 125 miles from Los Angeles, 18 miles from Mexico. Average Mean temperature in winter of 60 degrees, in summer, 68.*

$10,000-$15,000

SALARY FOR MORNING SHOW

DISC JOCKEY

We want a man with four or five years experience. We'll give him a huge established audience and the best Morning Show set-up in Baltimore. Send resume and tape at once to Les Alexander, WITH, 7 East Lexington St., Baltimore 3, Maryland—and follow up by phoning him at Lexington 9-7808.

W - I - T - H

RADIO BALTIMORE

Production-Programming, Others

ALAS!

Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOR, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

RADIO
Situations Wanted

Announcer

TOP RATED ROCK AND ROLL D.J. in city over million. *Ready for big move.* Let's get together. Box 866A, B•T.

RADIO
Situations Wanted—(Cont'd)

Announcers

CAN YOU USE THIS MAN?

He is an air salesman and not an announcer.

He presently handles 14 programs daily, including local and national newscasts . . . Commentary-Interview show . . . Weathercast . . . Sportscast . . . Telephone Quiz . . . Personality Show and an ad-lib "Swap Shop" program.

He gathers, writes, and broadcasts all local news and sports.

He has conducted interviews with dozens of famous personalities in Public life and the Sports world.

He recently was selected 2nd Choice out of 76 applicants from Coast to Coast for the position of play-play-play announcer with one of the midwests "top" stations.

He has been with his present employer in excess of 4½ years.

He is 34 years of age, married and the father of a 14 year old son and an infant daughter.

He IS NOT interested in "job-hopping" but IS interested in finding employment in a larger market.

We will guarantee you a hard days work for reasonable compensation that will allow his family to live comfortably but sensibly.

If you feel that you may have room for such an employee and are interested in further details please write Box 875A, B•T.

Management

AVAILABLE

Well known broadcasting executive seeks challenge with radio and/or television station or group of stations needing sales, programming and management lift.

Outstanding record of accomplishment in all phases of local and network, radio and television, motion pictures and advertising agency. Coast to coast contacts.

Effective administrator, competitor and money-maker.

BOX 840A, B•T.

TELEVISION
Help Wanted

Announcer

TV ANNOUNCER

Have immediate opening for top-flight television announcer in Alabama's largest market. Must be experienced. Please forward recent photo and tape to M. D. Smith, c/o WBRC-TV, Birmingham 9, Alabama.

FOR SALE

Equipment

EXCELLENT EQUIPMENT FOR SALE
AVAILABLE IMMEDIATELY

1—General Electric TC21A Switching system including:
TV19A Mixing Amplifier
Master Monitor TM8A
Console Housing
TP12 Power supply
TP13 Power supply $3600.00
3—General Electric TV4B Camera Plug Board ..... each $86.50
1—General Electric TM8A Calibration Monitor, Turret, TP12 Power supply $1200.00
1—General Electric 21C Visual Demodulator w/ TP13 Power Supply ..... $ 900.00
1—General Radio Television Station Monitor $1743.00
1—100 Watt General Electric Television Transmitter $6000.00

Box 826A, B•T

FOR SALE

Equipment

1—Model 250K RCA 250 watt transmitter and tubes
2—1400 KC crystals
1—311AB RCA frequency monitor
1—731A General Radio modulation monitor
2—RCA 70C turntables.

BEST OFFER TAKES

Reply to Box 886A, B•T

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, S. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

INSTRUCTION

Technical Preparation

. . . . . **for radio and television personnel**

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street, N. W.
WASHINGTON 5, D. C.

BUSINESS OPPORTUNITIES

RALPH J. ERWIN
Licensed Professional Broker
1443 South Trenton
Tulsa
Shreveport • Tulsa • Albuquerque

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

INTERNATIONAL

CKVR-TV Takes Actions Aimed At Sharing Toronto Audience

IN a bid for a share of the Toronto audience, CKVR-TV Barrie, Ont., has boosted its power, raised its antenna and now plans to subsidize antenna adjustments, so viewers 50 miles southward can bring in Barrie ch. 3.

CKVR-TV is operating at 27 kw visual, with an 810-foot antenna. To make the power count in Toronto, Ralph Snelgrover, owner of the station, has announced steps are being taken with a Toronto tv service organization to adjust antennas, which at present are tuned only to receive one Toronto station and those south in Buffalo, N. Y. Mr. Snelgrover plans to subsidize adjustments, so that they will cost set owners not more than $15 apiece. If necessary, Mr. Snelgrover says, he will set up his own service organization to get his signal into Toronto.

Television Makes Big Dent In BBC's Radio Audience

THE NUMBER of radio listeners in Great Britain dropped one million in the second quarter of this year, the British Broadcasting Corp. reported last week. Television was given credit for luring listeners away.

The BBC figures at the end of June showed 3.5 million listeners, down from 4.5 million at the end of March. Total television viewers, both for BBC and independent stations, are figured currently at 6 million.

In a move to hold and win back listeners, BBC is doubling its daily news bulletins from 13 to 26. All radio is under control of BBC.

Canadians Drop Soap Operas

MOST English-language daytime radio network serials are being dropped in Canada by soap advertisers. Lever Bros. Ltd., Toronto, is dropping the Canadian daytime serial *Laura Limited*, while Procter & Gamble Ltd., Toronto, is dropping *One Man's Family*, *Whispering Streets*, *When a Girl Marries* and *Search for Tomorrow*.

Some will be replaced with light music and news programs, and in other cases the sponsors will use more daytime spot. A drop in popularity of these shows is given as one reason for discontinuance.

French-language daytime radio serials, however, are being continued by both advertisers.

Press Plans for Queen's Visit

THE Canadian Dept. of External Affairs is accepting letters of application for press-radio-tv accreditation for the October visit of Queen Elizabeth II to Ottawa. Letters of application should be directed to Mr. M. Gauvreau, Press Accreditations Office, Room 266, East Block, Parliament Building, Ottawa. Deadline for applications is Oct. 10 and credentials must be picked up in person from Oct. 9 to Oct. 12 noon.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Frederick A. Tilston, vice president in charge of sales, Sterling Drug Mfg. Ltd., N. Y., elected president, succeeding late **Ralph W. Henderson. Henry H. Tuckley,** works manager, appointed vice president in charge of manufacturing operations.

◄ **Chester R. Vail,** account supervisor, Benton & Bowles, N. Y., appointed vice presdent. Mr. Vail has been with B&B 6½ years and prior to this was with Erwin, Wasey & Co. for 15 years.

Jack Kopp, brand supervisor, Leo Burnett Co., Chicago, elected vice president.

◄ **Hal James,** vice president in charge of radio-tv, Ellington & Co., N. Y., and previously with Compton Adv., N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as vice president and director of radio-tv programming and production.

Thomas J. Martin, formerly general sales manager for Needham Mfg. Co., to Bermingham, Castleman & Pierce, N. Y., as vice president in charge of business development.

◄ **Anthony Alduino,** formerly comptroller, Meldrum & Fewsmith, Cleveland, Ohio, to Burke Dowling Adams, N. Y., as vice president and comptroller. **Joseph A. Romanello,** Robert W. Orr & Assoc., joins DBA's market research staff and **Michael Fleming,** formerly copy chief of Monroe F. Dreher Inc., N. Y., to agency's copywriting staff.

◄ **James F. Black,** vice president and account supervisor, Benton & Bowles, N. Y., to Kudner Agency, same city, as manager on Goodyear Tire & Rubber Co. account.

Arthur Hohman, Foote, Cone & Belding, L. A., transfers to S. F. office as account executive and **Taylor Rhodes,** with agency's N. Y. office, to L. A. as market research director. **Elvie Carson,** formerly media director-office manager of Fuller & Smith & Ross, and **Doris Craig,** copywriter with Young & Rubicam, to FC&B, L. A., as media director and member of copy department, respectively.

Edward F. Walthers, account executive, Beaumont & Hohman, to Nelson Baker Inc., S. F., in similar capacity.

Alice J. Wolf, senior timebuyer at Grey Adv. and before that with J. Walter Thompson Co., both N. Y., to Burke Dowling Adams Inc., same city, as that agency's first timebuyer. **George W. Forstbauer Jr.,** assistant comptroller, Cohen & Aleshire, N. Y., to BDA as supervisor of accounting dept.

Inez Aimee, formerly of radio-tv department, BBDO, N. Y., to Atherton & Currier, same city, as timebuyer.

Donald E. Lindstrom, formerly with Leo Burnett Co., Chicago, to media department of Ruthrauff & Ryan, same city, as buyer.

◄ **G. Buell Culver,** R. T. French Co., N. Y., named brand advertising manager of Atlantis Sales Corp., marketing division of French Co. He will handle advertising of French's prepared mustard, instant potato and company's line of pet supplies.

Thomas J. Barnes, supervisor of kitchens department, Sears, Roebuck & Co., Chicago, appointed national retail sales promotion and advertising manager. He succeeds **Hugh L. Ray,** who becomes supervisor of sporting goods and luggage.

Joseph E. Dawson, formerly assistant manager of radio-tv operations at Dancer-Fitzgerald-Sample, appointed assistant manager of Burton Browne Adv., Chicago.

Daniel M. Gordon, formerly in charge of all media and media research activities at Ruthrauff & Ryan, N. Y., to Donahue & Co., same city, to direct media planning and buying, effective today (Monday).

Gordon H. Hendry, media buyer-assistant media director of Wherry, Baker & Tilden, Chicago, and **Irvin Lanning,** advertising manager for chemical division of Goodyear Tire & Rubber Co., Akron, Ohio, to Gardner Adv., St. Louis, as media group supervisor and to copy contact group on Monsanto Chemical Co. account, respectively.

◄ **Dorothy Davis Smith,** assistant account executive on Max Factor's Curl Control at Anderson-McConnell, L. A., to Emil Mogul, N. Y., as assistant account supervisor on Revlon. She is credited with having conceived Curl Control name and copy strategy.

Thomas G. Fielder, formerly advertising-sales promotion manager, tv receiver department, General Electric Co., to Cunningham & Walsh, N. Y., as marketing and merchandising supervisor. **John F. Belcher,** BBDO, joins C&W as merchandising coordinator and **Frank Van Ulk,** eastern manager, Winegrowers Guild, named C&W merchandising director of northern sales region.

Ward F. Parker, formerly vice president-director of marketing, B. T. Babbitt Inc., to J. Walter Thompson, N. Y., as coordinator of merchandising and marketing activities.

Joan B. Paine, specialist in copywriting for food products, to Charles F. Hutchinson, Boston, copy department. In addition to copy assignments, she will do contact work on number of accounts.

Howard Englander, instructor of sales promotion, Wharton School, U. of Pennsylvania, to Shaller-Rubin Co., N. Y., copy staff.

FILM

William Bloom, producer, RKO Radio Pictures, Hollywood, to National Telefilm Assoc. as executive producer and head of NTA film production. **Sylvia Seymour,** NTA executive on West Coast, named assistant to Mr. Bloom.

Mitchell Leisen, director, Paramount Studios, Hollywood, to Henry Jaffe Enterprises at Screen Gems to serve as executive consultant to Alvin Cooperman, producer and **William Phillipson,** executive producer, of Shirley Temple series, *Fairy Tales.*

Kenneth Hyman, executive vice president, Associated Artists Productions Inc., N. Y., father of girl, Kate, Aug. 8.

Philip Larschan, film editor, Transfilm Inc., N. Y., father of boy, Philip Jr., July 29.

NETWORKS

◄ **Leslie A. Harris,** eastern sales manager, American Broadcasting Network, promoted to newly-created post, coordinator of national spot sales for ABC owned-and-operated television stations.

Johnny Carson, for past six years with CBS-TV Hollywood, to Don Fedderson Productions as m.c. for *Do You Trust Your Wife?,* which will start on ABC-TV Sept. 30 as Mon.-Fri., 4:30-5 p.m. series.

FLEXIBILITY
– THE KEYNOTE
OF STANDARD'S
5 OUTSTANDING TRANSCRIPTION SERVICES
Buy and/or lease one or all, in whole or part; we'll build just the "package" you want, tailored to your exact needs.
WRITE—for full details.
• LAWRENCE WELK LIBRARY: 212 of his latest and best tunes; themes, formats; voice tracks by Welk. Leased at low weekly cost.
• SHORTY TUNES: New pop and standard tunes each month, sold outright. The price is right; so's the length—about a minute!
• JINGLES and COMMERCIAL AIDS: Clev-er! Original! About 400 to fit 25 businesses, for local sales. Leased.
• SUPER SOUND EFFECTS: A collection of over 1,000 authentic effects; priced low by the disc.
• STANDARD PROGRAM LIBRARY: Impressive in size and range; buy as few as 50 discs, as many as 559.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

"I'm delighted with Ad Age's helpful news package . . ."

says **GENE K. FOSS**
Marketing Vice-President
Grove Laboratories, Inc.

"Advertising Age reports not just the news of advertising itself, but the happenings in many fields that affect advertising as well. Stories such as the boom in babies, the average income and the outlook for housing have significance for marketing men. I'm delighted they are a part of the helpful news package Advertising Age brings me each week."

GENE K. FOSS

Mr. Foss started in the drug business at the Mykrantz Drug Stores in Columbus, Ohio, during his last year of high school. He went on to Ohio State and earned his B.S. degree in marketing and finance in 1940. After more than a year on the sales force of Weco Products Co., he enlisted in the Army as a private, rising to the rank of major during World War II. In 1948, Mr. Foss joined Grove Laboratories, Inc., as a product manager. In his present position (since June, 1956), he has over-all responsibility for sales, advertising and merchandising of the company's products which include Bromo Quinine and 4 Way cold tablets, Citroid Compound, Pazo Ointment, Kare Deodorant, NoDoz tablets and the Fitch hair grooming aids.

ABC ABP NBP

1 Year (52 issues) $3

Ad Age's weekly news package has significance for most of the advertising executives who are important to you. Fifty-two Mondays a year, Ad Age gets turned to for up-to-the-minute marketing developments, not only by those who *activate*, but also by those who *influence* major decisions affecting broadcast.

Take Grove Laboratories Inc., for example. A leading maker of proprietary drugs and toiletries, this company earmarks the largest segment of its more than $5,000,000 advertising budget for television. In 1956, Grove ranked 42 among the top spot tv advertisers with an expenditure of $1,696,100*. In addition, the company invested more than $655,000 in network time.

Every week, three paid-subscription copies of Advertising Age keep Grove marketing executives abreast of the changes and developments affecting them. *Further, 79 paid-subscription copies reach decision-makers in the agencies placing their advertising,* Gardner Advertising Co.; Sidney Garfield & Associates; Dowd, Redfield & Johnstone and Cohen & Aleshire.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of nearly 150,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*N. C. Rorabaugh Co. for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

Ruth M. Crawford, ABC New York librarian, died Aug. 10 following brief illness.

STATIONS

◄ **Gunnar O. Wiig,** executive vice president and director, Allegheny Broadcasting Corp. (KQV Pittsburgh) and Television City Inc., to WROC-TV Rochester, N. Y., as general manager. **William Fay,** who retires as general manager, remains with WROC-TV in an advisory capacity and retains his title as Transcontinent Television Corp. vice president.

Lawrence H. Rogers II, president of WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.), elected secretary of Huntington Publ. Co., parent corporation of WSAZ Inc. In addition to his present duties at stations, Mr. Rogers will assume responsibilities as part of management executive committee of Huntington Publ. Co.

Russ M. Stewart, vice president, Platte Valley Broadcasting Corp. (KNEB Scottsbluff, Neb., and KOLR Sterling, Colo.), resigns to look after farm and ranch interests as well as other station interests. **George Haskell,** assistant general manager, KFAB Omaha, to Platte Valley Broadcasting Corp. as manager.

R. Earl Higgins, assistant auditor, KDKA-AM-TV Pittsburgh, named auditor of WAAM (TV) Baltimore (to become WJZ-TV). Both stations are owned by Westinghouse Broadcasting Co.

Hal Shideler, general manager, KFOX Long Beach, Calif., retires. He is expected to devote full time to his sportscasting activities, for which he is well known in southern California area.

Homer Griffith, field representative, Sesac Inc., to KEAR San Francisco as manager. He also becomes sales manager of newly-organized Western Fm Network.

John I. Edwards, KMJ-TV Fresno, Calif., named manager.

John M. Williams named station manager of WKLV Blackstone, Va.

Larry Lester, KGA Spokane, Wash., account executive-announcer, to KPEG Spokane as sales manager.

◄ **John A. Wales,** local sales manager, WWJ Detroit, named local sales manager of WWJ-TV.

◄ **Walter A. Schwartz,** national sales manager, WWJ, named local sales manager, succeeding Mr. Wales.

Fred Noble, production department, KTBC Austin, Texas, named production manager. **Dan Love** promoted to assistant program director of KTBC-TV in addition to his duties as sports editor and **Jim Morriss,** radio programming department, named KTBC assistant program director.

◄ **Dick Morrison,** radio specialist with Katz Agency, to KXYZ Houston as commercial manager. Mr. Morrison at one time was associated with *Dallas Times Herald* and two Dallas radio stations.

Robert F. Coats, continuity director, KOIL Omaha, to KETV (TV) Omaha as public service-promotion manager.

Alexander C. Field Jr., WLW-AM-TV Cincinnati, Ohio, to WGN-AM-TV Chicago as manager of special broadcast services.

Howard N. Fisher, sales manager, KFMA Davenport, Iowa, named assistant manager.

◄ **Clarke Bradley,** vice president and advertising manager, *Holdredge* (Neb.) *Daily Citizen,* to KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, as director of newly-created sales development department. Both stations are licensed by Salinas Valley Broadcasting Corp.

Albert G. (Bud) Dancy, WKDA Nashville, to WPFA Pensacola, Fla., as program director.

James B. Holston Jr., WBAA (Purdue U.) West Lafayette, Ind., to WANE Fort Wayne, Ind., as program director.

Art Steffes, KVOX Moorhead, Minn., to WMFG Hibbing and WHLB Virginia, both Minnesota, as program supervisor. Both stations are licensed by Head of the Lakes Broadcasting Co.

Chuck Lewis, disc jockey, WPON Pontiac, Mich., promoted to sports director, succeeding **Gib Shanley. Don MacKinnon,** WKMH Dearborn, Mich., joins WPON as disc jockey.

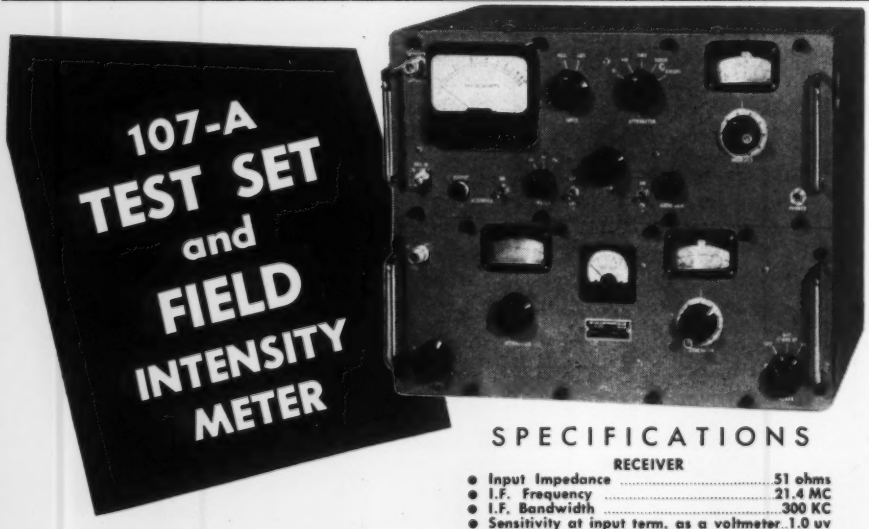
Joe Stewart, sports announcer, WDAF-TV Kansas City, Mo., to WITV (TV) Ft. Lauderdale-Miami as sports director.

Terry McAuley, formerly staff announcer, WEW St. Louis, to KMOX St. Louis as account executive.

Merritt C. Trott, assistant sales manager of WBAL-TV Baltimore, **Louis J. Rocke,** sales manager of WCAX-TV Burlington, Vt., and **Everett L. Martin,** account executive with WSAV-TV Savannah, Ga., to WTIC Hartford, Conn., as account executives.

Peter Anthony McMahan, retired partner in Barnes-Chase Co., San Diego, to KBAB San Diego as account executive.

Joe Rolfe, salesman, KGJF Los Angeles, to



The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER

- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter..1.0 uv
  Field Strength at 54 MC..... 1.6 uv/m
  Field Strength at 240 MC..... 6.5 uv/m
- Max. input using external pad supplied..10.0 V
  Field Strength at 54 MC..... 16.0 V/M
  Field Strength at 240 MC..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS

- 117 volt a-c, 50-400 cycle..... 60 watts—or
- 6 volt, d-c ..... 8 amperes

NEMS CLARKE

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND

For further information write Dept. P-5

Local team in action!

THE SCENE: the Bell telephone central office in Ottawa, Illinois last fall. Here Western Electric installers are in the ticklish process of moving an eight position switchboard some 50 feet while the telephone operators continue to handle the community's calls. The move, to make room for additional central office equipment from our factories, was completed in a little over two hours . . . and without a single break in service.

You'd find the same kind of smooth, well-coordinated teamwork behind the Bell telephone service in communities all over the United States. This teamwork, between the people of Western Electric who make and install Bell telephone equipment and the people of the Bell telephone companies who operate it, didn't just happen. We've been working together now for more than 75 years, all of us guided by a single Bell System objective . . . good, dependable Bell telephone service – and, at reasonable cost.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

KFWB Los Angeles account executive staff.

Earl McDaniel, disc jockey, KPOP Los Angeles to KLAC, same city, to fill vacancy created by death of **Alex Cooper,** one of KLAC's "Big Five" disc jockey team.

Larry Burroughs, formerly with KRUX Glendale, Ariz., to KPHO Phoenix as disc jockey.

Charles McCally, recent graduate of Baylor U., to WBAP-FM Ft. Worth announcing staff.

Arthur J. Maier, formerly with NBC-TV's *Tonight* show, to WCBS New York as on-the-air promotion writer.

Frederick F. Sack, formerly producer, CBS-TV, to WTVJ (TV) Miami production department.

Jerry Hurwitz, senior member of communications department, KTTV (TV) Los Angeles, promoted to senior clerk, commercial announcements department.

REPRESENTATIVES

Del Simpson, formerly account executive at KULA and KONA-TV Honolulu, to Adam Young, S. F., as salesman.

John J. White, formerly supervisor, Kenyon & Eckhardt, N. Y., to sales staff of H-R Representatives Inc., same city.

TRADE ASSNS.

Oliver Treyz, vice president in charge of ABC-TV, named chairman of 1958 celebration of Brand Names Week. Mr. Treyz will head committee of 23 executives of sponsor, Brand Names Foundation Inc. Member firms will develop and coordinate Brand Names Week activities, including publicity, promotion and merchandising. Week will be celebrated April 13-20, 1958.

Norm Kay, general manager, KBAB El Cajon, Calif., elected chairman of Radio Council of San Diego and **Ray Baker,** commercial manager of KFSD San Diego, elected vice-chairman. Council is composed of seven stations in that area to collectively promote San Diego market.

PROFESSIONAL SERVICES

Frank A. Sause, formerly manager of National Radio Representatives, has established Frank A. Sause Enterprises (public service and public relations), Glens Falls, N. Y.

◄ **Byron (Barney) Ogle,** member of NARTB station relations department, to Hamilton, Stubblefield, Twining & Assoc., Chicago. He will handle media negotiations and appraisal work in midwestern and northeastern areas. Prior to his association with NARTB, Mr. Ogle was with KRGV Weslaco, Tex., as executive director.

Sam Homsey, formerly on production staff of NBC-TV's *Steve Allen Show* and *Tonight,* to Walter Kaner Assoc., N. Y., public relations firm, as head of radio-tv promotion.

Walter N. Hiller Jr., former head of Beverly Hills (Calif.) office, North Adv, to Music Corp. of America, same city, as executive in tv department.

Abby Rand, senior editor, *Television* magazine, to Rogers & Cowan & Jacobs, N. Y. and L. A., public relations firm, as account executive on Ziv Television Programs.

Edward S. Barclay, sales promotion manager, Davis Inc. (department store), Winston-Salem, N. C., to WesCo Publicity Services, Clearwater, Fla., where he will head creative design department.

PROGRAM SERVICES

Hal Persons, sales staff, Criterion Film Labs, N. Y., to Harry Goodman Productions (producer and distributor of transcribed radio programs and jingles), same city, where he will develop program campaigns for agencies, sponsors and stations. He also will assist in sales promotion activities.

Arthur Shulman, manager of *Tv Guide's* Chicago edition, promoted to eastern representative of magazine's national promotion department. He will headquarter in New York.

MANUFACTURING

Arnold M. Henderson, formerly southern regional sales manager, Emerson Radio & Phonograph Corp., N. Y., promoted to director of sales.

O. R. (Bob) Coblentz, formerly regional manager for radio-tv division of Westinghouse Electric Corp., to Hoffman Electronics Corp. radio division, L. A., as marketing manager.

Wilfred G. Caldwell, patent attorney, National Cash Register Co., Dayton, Ohio, to CBS-Hytron, division of CBS, in similar capacity.

John H. Phelps and **Karl Krehbiel,** both with General Electric Co.'s receiving tube department, appointed district commercial engineers, Clifton, N. J.

N. N. White, formerly with Link Aviation Inc., and **H. J. Cornyn,** RCA tube division, to RCA semiconductor field engineering.

INTERNATIONAL

Marcel Provost, coordinator of technical services of Canadian Broadcasting Corp. at Montreal, resigns to become part-owner and manager of CHEF Granby, Que.

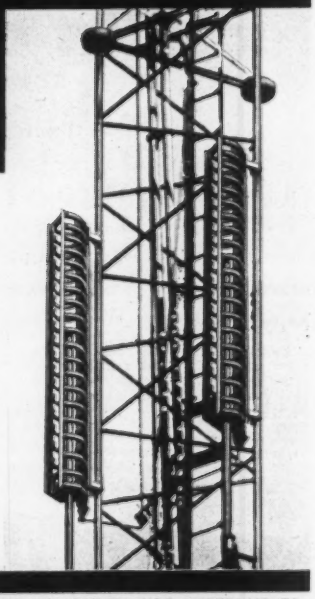
Norman E. Hollingshead named radio production manager of Canadian Broadcasting Corp. at national English-language production center, Toronto.

Donald L. Bennett, talks and public affairs producer of Canadian Broadcasting Corp., Toronto, appointed London, England, representative of CBC.

EDUCATION

Donald P. Anderson, formerly with NBC New York guest relations department, appointed assistant radio-tv producer and audio-visual coordinator at Illinois Institute of Technology, Chicago.

STAND-BY ANTENNAS
for TV TRANSMITTING
channels 7-13
No Diplexer Needed



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS
AMCI
ALFORD *Manufacturing Co. Inc*
299 ATLANTIC AVE. BOSTON, MASS

Chief Photographer Moore (at camera) and Bill Gordon film sequence in one of WFMY-TV's studios. Moore won 1st place in Spot News Division and 2nd place in Feature News Division of the Carolinas Press Photographers' Association contest.

STUDIO WORK OR NEWS COVERAGE . . .

WFMY-TV catches every detail with high-speed Du Pont 931 Film

"IN THE studio or out on a news assignment, you must have a fast film for TV. That holds true for processing as well as emulsion speed," says Luther V. (Buddy) Moore, Chief Photographer for Station WFMY-TV, Greensboro, North Carolina.

"For example," Mr. Moore continues, "I used Type 931 to cover a disastrous fire in Winston-Salem – 26 miles from our studios. We shot over 800 feet of film under conditions that ranged from bright sun to heavy rain. The film was used for telecast less than two hours after we left the scene. And every foot of film was good—that's the kind of job Du Pont 931 can handle!

"Du Pont Type 931 Film is excellent for studio work, too. It can be used for negative as well as positive transmission, reproduces natural-looking skin tones and never blocks up on an optical sound track – thanks to its wide latitude. It's easy to see why we're sold on Du Pont Motion Picture Film here at WFMY-TV!"

FOR MORE INFORMATION contact your nearest Du Pont Sales Office or write: Du Pont, Photo Products Dept., Wilmington 98, Del. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Atlanta 8, Ga......805 Peachtree Building
Boston 10, Mass......140 Federal Street
Chicago 30, Ill......4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio.....20950 Center Ridge Road
Dallas 7, Texas.....1628 Oak Lawn Avenue
Los Angeles 38, Calif......7051 Santa Monica Blvd.
New York 11, N. Y......248 West 18th Street
Philadelphia, Pa...308 East Lancaster Ave., Wynnewood
Export.....Nemours Bldg., Wilmington 98, Delaware

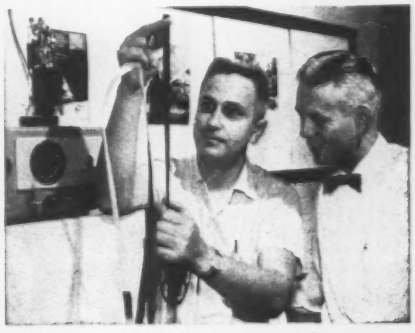
DU PONT
REG. U.S. PAT. OFF.

Better Things for Better Living . . . through Chemistry

DU PONT MOTION PICTURE FILM

Mr. Moore captures the news for WFMY viewers with Du Pont Type 931 High Speed Rapid Reversal Motion Picture Film.

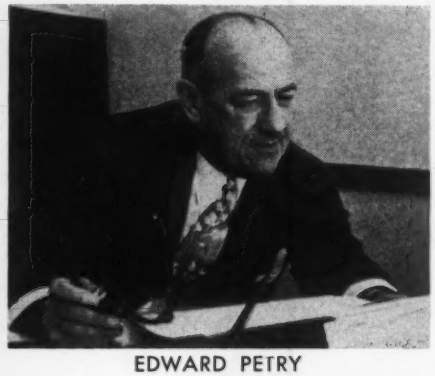
Du Pont Representative Del Billings (right) discusses continuous reversal processing of Du Pont Film with Chief Photographer Moore.



Buddy Moore and Del Billings examine clips shot on Du Pont film. Billings keeps station informed of latest filming developments.

DOG DAYS FOR SLIDE RULES

THE six weeks from Aug. 15 to Oct. 1 constitute a period unique in spot television timebuying, according to Edward Petry, president of the Petry representative organization. He details his reasons for thinking so in the article below.



EDWARD PETRY

FOR the first time in its 10 years, spot tv buying is going into a period that calls for new formulas and standards, and a much more thorough evaluation of tv stations as entities—their programming, audience loyalty facilities—yes, even the ability of their management.

During the next six weeks at least, the old yardsticks will be out the window. The value of spring and summer rating books will be at their lowest in years. The same goes for the C-P-M calipers based upon them.

Of greater importance than ever before will be a correct appraisal of each station's standing in its market, a feeling for the calibre of its management, the study and weighing of a property's fall programming plans, full understanding of its publicity, promotional and merchandising set-up, and knowledge of the comparative standing of its local talent in the market.

Here are the five reasons why the latter factors will predominate as the major considerations in successful buying:

1. The first fall with three major tv networks (and, equally important, the first in which the odds on the winner are a toss-up).

ABC-TV has at last come into its own. This is the first year in which all three networks are off to an equal start from the standpoint of full-period programming with strong fare all around during prime time.

2. The all-out program re-shuffle by all three networks.

Network programming has remained what you might call relatively stable (for television) from year to year—until now. In the fall of 1956, for example, the schedules of the three networks featured roughly 75% of the programming with which they kicked off in 1955. But the 1957 line-up bears no resemblance to last year's. For example:

NBC-TV'S TUESDAY NIGHT

Fall 1956	Fall 1957
7:30—Nat King Cole	7:30—TBA
7:45—News Caravan	
8:00—Big Surprise	8:00—Eddie Fisher/ George Gobel
8:30—Noah's Ark	
9:00—Jane Wyman Fireside Theatre	9:00—Meet McGraw
9:30—Hour-long drama	9:30—Bob Cummings
	10:00—Californians
10:30—Break the Bank	10:30—TBA

ABC-TV'S THURSDAY NIGHT

Fall 1956	Fall 1957
7:30—Lone Ranger	7:30—Circus Boy
8:00—Circus Show	8:00—Zorro
8:30—News	8:30—The Real McCoys
9:00—Wire Service	9:00—Pat Boone Show
	9:30—O.S.S.
10:00—Ozark Jubilee	10:00—Navy Log
10:30—TBA	10:30—TBA

CBS-TV'S SATURDAY NIGHT

Fall 1956	Fall 1957
7:30—The Buccaneers	7:30—Perry Mason Hour
8:00—Jackie Gleason	8:30—Dick & the Duchess
9:00—Oh, Susannah	9:00—Gale Storm
	9:30—Have Gun, Will Travel
9:30—Hey, Jeannie	
10:00—Gunsmoke	10:00—Gunsmoke
10:30—High Finance	10:30—Jimmy Dean

How the dozens of brand new shows will make out in this re-shuffle is mystery No. 1. How the old established babies will make out against their completely new competition is mystery No. 2.

3. The new looks in local programming. The more progressive stations in major-market tv America have developed new formats for programming their '57-'58 local time and/or worked out new wrinkles for the presentation of established winners.

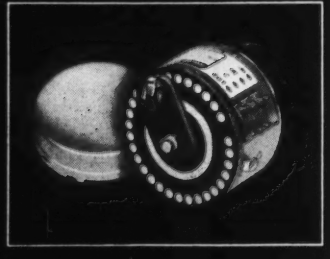
In some markets there will be a heavier emphasis on film. In others, the return to a preponderance of local originations seems indicated. For, as you who buy spot television well know, fluctuations in such trends are on a market-by-market basis. And it takes intuitive, well-informed station management to adjust the gauges of successful local programming for its area from month-to-month and from year-to-year.

4. A deluge of new film—feature and syndicated. The next few weeks will see the launching of many untested film packages.

5. Changes in facilities have rendered most coverage data misleading and erroneous. Because of the hundreds of changes that have taken place in tower heights, power and network affiliation, most of the coverage data now on hand is completely obsolete and in many cases downright misleading. This goes for the Nielsen Coverage Survey made in the spring of 1956, too.

So, with the slide rule temporarily stashed, we respectfully suggest that the buying executive take a longer look at, and place greater weight upon: (1) The station's standing in its community, (2) its fall programming plans, (3) the stature of its local talent within its area, (4) its press ties, promotion prowess, and merchandising muscles, and (5) the honesty, reputation and sincerity of its management.

DAVEN
ATTENUATORS
WERE PLACED IN
RADIO CITY, N. Y., IN
1936. THEY
ARE STILL
PERFORMING!



Write for the most complete catalog on attenuators in the world.
NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER
THE DAVEN CO.
LIVINGSTON, NEW JERSEY
WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

For the price of a song you can buy a pound of steel

A three-minute song from a juke box actually costs more than a pound of steel. Most juke-box songs cost a dime—most steels cost about 7¢ a pound.

Steel is not only the lowest priced metal—but also the most versatile and most widely used. It is basic to our dynamic economy.

To keep the price low, America must keep steel plentiful, must build more producing capacity. That is why Republic's policy of continuing expansion will help to assure an adequate supply of steels and steel products for our ever-rising standard of living.

The average consumption is 1400 pounds of steel per person annually. This is expected to increase 100 pounds over the next 10 years. Also during the next ten years about 25 million more Americans will be born—each requiring from 1500 to 1600 pounds of steel a year.

Since everything is manufactured, mined, or grown from or with the help of steel, you can see that rapid expansion of steelmaking capacity is important to everyone.

Steel is the most versatile as well as the lowest priced metal. When you design, think first of steel.

Prices are for sheet product as compiled by U. S. Bureau of Labor Statistics —July, 1957

REPUBLIC STEEL General Offices: Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

REPUBLIC ELECTRO PAINTLOK® PROVIDES ECONOMY in many fabricated sheet steel products—such as the cabinets of juke boxes. The chemically treated zinc surface of Electro Paintlok won't crack, flake or peel under any forming operation. It cuts cost by making an excellent one-coat paint finish possible. Preparatory coats are eliminated. Corrosion protection is assured.

Our drive can putt you in the chips

History was made adding still another first for WHIO-TV—on the station coverage of the PGA Golf Tournament held in July. On the last two days of the tournament we had our cameras on the full action of the last *10 holes* at Miami Valley Golf Club, giving shot-by-shot coverage of each match. Complimentary letters from all over our area attest to our great job. And we did it WITH FIVE CAMERAS.

Our point is, the average station wouldn't attempt a match-play tournament. But THIS station has been *above* average since 1949 and has built up a pool of physical and (more important) human resources for effective operation. They're loaded with the creative ability to handle any kind of a program you mention. It is this same creative programming that has built a great audience loyalty, consistent month after month after month.*

Our National Caddy, George P. Hollingbery, is just a 9-iron shot from you. Ask him for market and coverage features and he'll show you why we're FIRST.

*WHIO-TV—June PULSE Ratings
13 out of top 15 once-a-week shows
7 out of top 10 multi-weekly shows
June ARB Rating—7 out of top 10 shows

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

from **MAX TENDRICH,** *executive vice president, Weiss & Geller*

LITTLE GUYS CAN COMPETE IN TV

RECENTLY William Y. E. Rambo, advertising manager of Proctor Electric Co. in Philadelphia, presented me with some clippings which added up to the contention that tv is for the big advertiser only. "Max," he said, "why don't you answer this fellow? Because our experience with tv is proof that little guys can compete."

Little companies, comparatively speaking, are expending major portions of their advertising budgets in television quite successfully, and quite successfully offering stiff competition to the giants on the American scene. For example, just recently a detergent, Lestoil, was introduced in the East and through the use of saturation television spot advertising has achieved an important place in the market against such liquid detergents as those marketed by Procter & Gamble, Lever, Colgate, etc.

Proctor Electric is another prime example of a small company competing with such giants as General Electric, Westinghouse, Sunbeam and Toastmaster in the small appliance industry. Inasmuch as Proctor Electric is our account I believe that the story of its success with the use of television spot will help other small manufacturers competing with giants.

Television, as we all know, is a wonderful medium for demonstration. Four years ago we solicited the Proctor Electric account on the theory that if its products were demonstrated on television on a market-by-market saturation spot basis, their sales would increase (Proctor Electric was using national magazine advertising prior to 1954 when Weiss & Geller recommended television). That this has been successful is indicated by the fact that Proctor Electric will be in 22 major markets this fall with television saturation schedules. And the forecast is that their volume will be more than double that of 1954.

For this agency to recommend a schedule of 20-second station breaks in prime nighttime would not have been sound business, especially when such breaks on the CBS station in New York, for example, would be $2,000 each; in Chicago, $875 each, and in Los Angeles, $800 each.

COMPETITION ISN'T RESTRICTED TO CLASS AA TIME

The fact that Procter & Gamble, Bulova, General Foods and Brown & Williamson are major expenders for such station breaks does not necessarily mean that smaller companies cannot compete in television. They certainly can compete, but not necessarily in class AA time. For example, where products are directed at women, daytime television is an excellent buy. Furthermore, minute commercials can be directed at these women during the daytime.

Late evening today affords a choice television buy. Here commercials can be directed at both men and women when all the chores of the day are completed and they are in a relaxed mood, ready to watch the fine movies available today on tv. Furthermore, what is extremely important to the smaller company interested in using television is that both daytime and late night television announcements earn very large discounts. For example, most every television station in the country today on the rate card allows an advertiser to earn anywhere from a 25% to a 50% discount from one-time rates whenever a package of six to twelve commercials are ordered each week. There are additional discounts on the part of many stations for an advertiser who maintains a 52-week schedule on a station, so that where ordinarily a schedule may total $8,000 a week in New York on WCBS-TV, this is reduced to $4,400 a week for 12 one-minute or 20-second announcements. On WBBM-TV Chicago a $4,400 a week schedule is reduced to $2,057 after a volume discount of 45% and a weekly discount of 15% for a 52-week contract. A rateholder of one station ID per week is all that is necessary to earn this additional 15% weekly discount.

A schedule of 12 announcements per week on a popular station in a market, when run week after week for a minimum of 10 to 13 weeks, can produce a saturation of that market. There are very few women, for example, who will not have been exposed to a commercial in the course of a saturation schedule. The constant repetition of the tv sales demonstration and the accumulation of impressions in a particular market can enable a small advertiser to place more impressions in that particular market than all of its major competition combined. The latter, of course, are using network programs in prime nighttime availabilities, the cost of which has grown to such an extent that they cannot also take advantage of the best cost-per-thousand television availability, that of daytime or late night television.

THERE'S A NEED FOR ORIENTATION

The Television Bureau of Advertising and the station representatives are quite anxious to have agencies consider the use of television for their smaller accounts. Education at the agency executive level as to the success of small companies in television would help in achieving that objective.

The 20-second or 10-second break commercial in prime nighttime is frosting on the cake to many advertisers who can afford it or whose products can lend themselves to brief messages sandwiched between other commercials. NBC's owned and operated stations have found it sufficiently difficult to sell their 20-second and 10-second breaks that they are offering nine bonus (free) announcements with every available class AAA nighttime announcement that is purchased at card rate. Thus the smaller advertiser apparently can get prime nighttime station breaks, and get nine others free besides, albeit in other time classifications.

The news that General Foods and Bristol-Myers have joined to share 52-week spots in prime time is most unfortunate. This is a situation to be deplored. A better system of rotation of spots in prime time for all advertisers to use would seem to be the recommended solution. The outdoor people have organized a rotary plan for their spectaculars so that several advertisers can share during the course of a year the same high traffic location.

There are many brands today that stand up proudly against their competitive giants. They have found a way to tell their story successfully to the public. Let the giants fight it out for the prime nighttime breaks; let the little companies take in the marbles by using the rest of the broadcast day.

Max Tendrich, b. Oct. 29, 1917, in Brooklyn, N. Y. Graduated College of City of New York School of Business Administration 1938. Became public accountant and instructor of commercial subjects in New York, 1938-42. Joined Weiss & Geller in 1942 as head of accounting dept. Became space and time-buyer in 1946, media director in 1951, vice president in charge of media in 1954, and executive vice president last June.

The Tempting Toll Target

LOOKING at the fall schedule lined up by the television networks—as B•T did in considerable detail in these pages a week ago—we cannot help thinking what a mint these programs would represent in the hands of a pay-tv operator.

If the network programs were not available free, how many people would not be willing to invest a few coins to see the Jack Bennys, the Ed Sullivans and Steve Allens, the *Studio Ones*, the *Disneylands*, the Sinatras, Boones and Comos, all the musicals, comedies, mysteries, dramas, adventures, and panel and quiz shows which the three networks have arrayed?

But they *are* available and will *not* cost the viewer a nickel. (Forget the occasional argument that the viewer pays through increased cost of advertised products. The increase attributable to advertising is minuscule, and if advertising were abandoned then the job of marketing and selling would have to be done by more cumbersome—and expensive—methods.

B•T's appraisal of fall programming indicated that close to $5 million a week would be spent on nighttime shows alone—not counting other millions in daytime shows and scores of special productions. That is a lot of programming to get for nothing.

And much of the best of it could *not* be had for nothing, once pay television got into swing. Fee tv obviously could out-bid free.

No doubt pay television would offer some programs that the networks cannot provide. But having done that, would it be content to let its facilities lie unused in other hours when by bidding a little higher it could program longer and make infinitely more money? Free tv's best would be fee tv's first target.

There can be little doubt that closed-circuit subscription television is beginning to emerge, although it still has many problems to solve. Airborne subscription television seems, at the moment, considerably more remote—and ought to be kept that way, for it would deprive free television of broadcast channels as well as programs.

For the viewer this would be a double loss. Not only would free television's multi-million-dollar program lineup deteriorate, but many avenues through which the public now gets this wealth of free programming would become toll roads where no program would pass without cash payment.

Either way, closed-circuit or on the air, pay television raises a prospect which, as we've said before, prudent broadcasters will begin now to contemplate—and plan for.

The Air Curtain

THE LETTER which Gordon Gray, director of the Office of Defense Mobilization, wrote to Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee commenting upon the government's present and future needs for spectrum space, is the more remarkable for what it didn't say than for what it did.

It is a letter which must be re-read, and then read between the lines, before its implications are comprehensible. Here, as reported last week in B•T, are the important extracts:

". . . National security requirements and the needs of far-flung air navigation and air communications of the United States, both domestic and world-wide, preclude the release of spectrum space now used by the federal government . . . In addition to national security requirements, the programs for guided missiles, radar networks, earth satellites and other defense necessities will continue to cause an ever increasing demand for radio frequencies.

". . . Operation of modern weapon systems has become increasingly dependent upon a complex of communications and electronic devices requiring more and more frequency space dispersed throughout the spectrum. The Dept. of Defense has indicated that much technological progress has been made which finds wide application in defense planning, that the military services find it difficult to meet requirements with the limited spectrum space available, and that this situation will become more critical as new technology now under development reaches the operational stage."

That is as specific as Mr. Gray got in describing the government's spectrum needs. Many other users of the spectrum, including broadcasters, are wishing that he had been more definite in describing the nature and extent of government planning. For the moment, however, they must content themselves with wishing for more information and with making their own assumptions; for the seeker of amplification now runs into an impenetrable wall of secrecy.

"Well, the network said to inject some controversy into the show!"
Drawn for BROADCASTING • TELECASTING by Sid Hix
from an idea by Bill Ladd, Tv Editor, Louisville Courier Journal.

The military's future needs for frequencies clearly depend upon the development of devices which are currently so highly classified that the mere mention of some of them causes people in the Pentagon to call out the guards. Among these devices are Intercontinental Ballistic Missiles and earth satellites for military use.

The ICBM will travel at fantastic speeds over global distances. It will need electronic devices of incredible complexity to control it and will force the development of other devices far more complicated than the radar now in use to detect and intercept it. Military satellites, orbiting in space, will obviously require electronic communications of even more intricacy. One needs no access to classified information to realize that in an era of push-button warfare, the air will be filled with military signals.

But what other services will be pushed out of the spectrum homes they now occupy? Or will it be really necessary for any of them to move? These are questions which demand answers now.

There have been charges that the military is wasting some of the frequencies it now has. These charges deserve investigation.

We do not know whether the government is wasting frequencies, but its continued refusal to discuss the matter suggests it is.

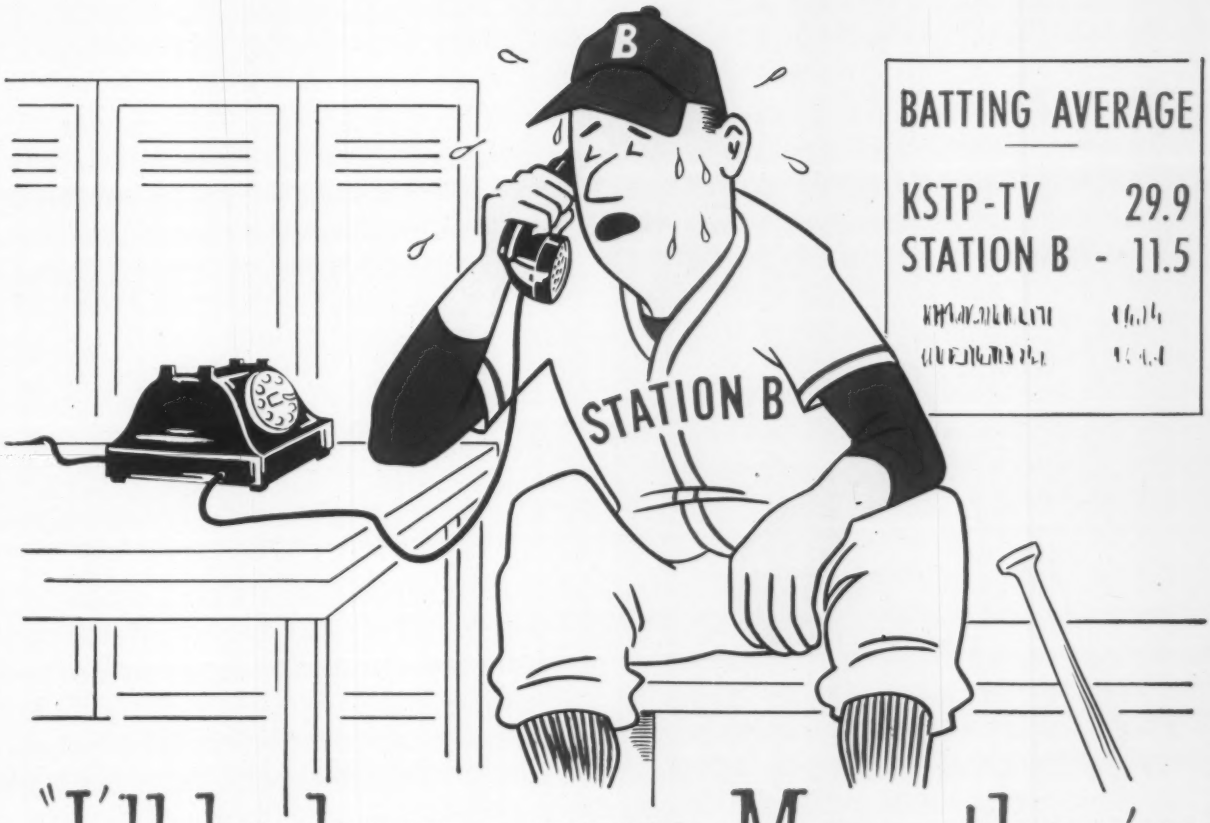
Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.) have introduced bills calling for a study of the use of the spectrum. Despite the opposition of the Office of Defense Mobilization to these bills, they should be passed. Broadcasters, in their own interest, should urge their legislative representative to support them.

A Week Worth While

THE WEEK of Sept. 8-14 will be appropriately and, judging by present signs, effectively observed as National Television Week. At last telecasters are starting to cash in on their promotional power by putting it to work for the medium itself, a trick radio broadcasters finally learned after three and a half decades. Radio's success in promoting its own merits last May has pointed the way for the younger broadcast medium.

There's much to be gained by every element of the manufacturing, distribution and broadcast branches of television in the approaching week of activity. NARTB and Television Bureau of Advertising will emphasize tv as a member of the family. Electronic Industries Assn. (ex-RETMA) and cooperating distribution associations and their members will also emphasize the family theme.

The timing of this year's observance is good, with a new program season getting under way and new models coming off the factory production lines. A new angle is the retention by the factory-dealer group of a public relations firm, Daniel J. Edelman & Assoc., to promote a "Television Fall Festival." Merging of the diverse segments of the television art into a common promotion will produce healthy results for all concerned.



"I'll be home soon, Ma... they're starting to throw curve balls!"

In the Twin City market you're facing real big league competition when you start swinging against the 10:00 p.m. offerings of KSTP-TV and its famous news operation (voted "Finest in the Nation" in national competition).

Last March, KSTP's competitor began identical News-Weather-Sports programming in this time period backed by a heavy promotion barrage. The midseason ratings (June ARB) show this has resulted in a 21% drop in their batting average compared with June, 1956.

At the same time, KSTP-TV is sporting a lusty gain with a 29.9 Monday-through-Sunday ARB average.*

All of which proves that KSTP-TV . . . reaching its fans in more than 700,000 TV homes . . . is best equipped to make *your pitch* in this important, major market. For further information contact your nearest Petry office or a KSTP-TV representative.

**ARB Metropolitan Area Report, June 1956, June 1957*

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.